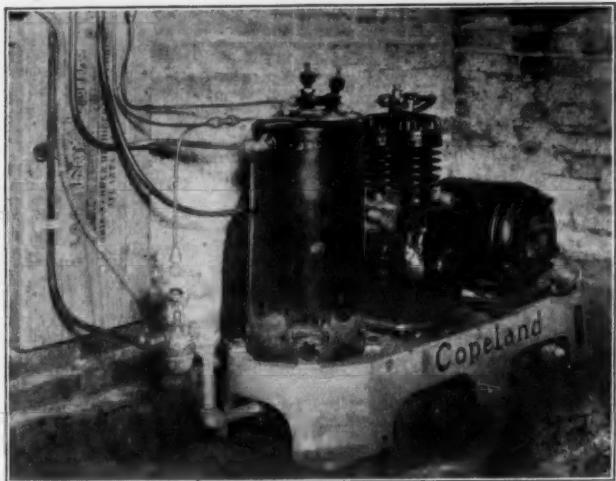
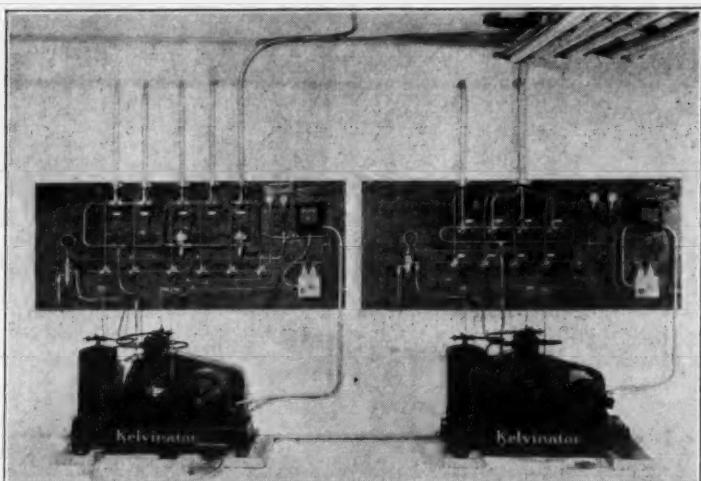


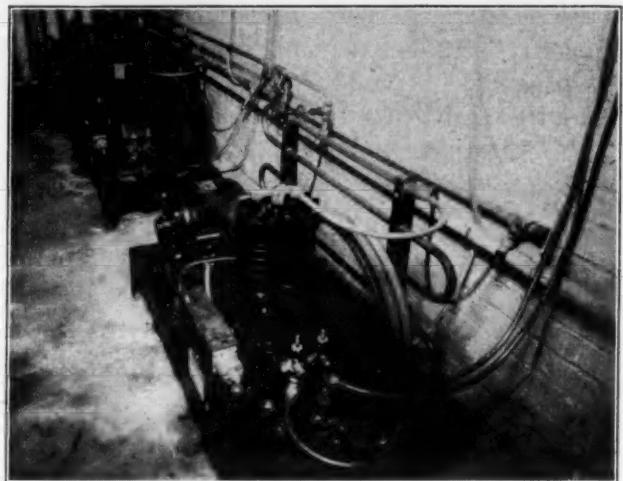
Pictures Showing Methods of Installing Condensing Units



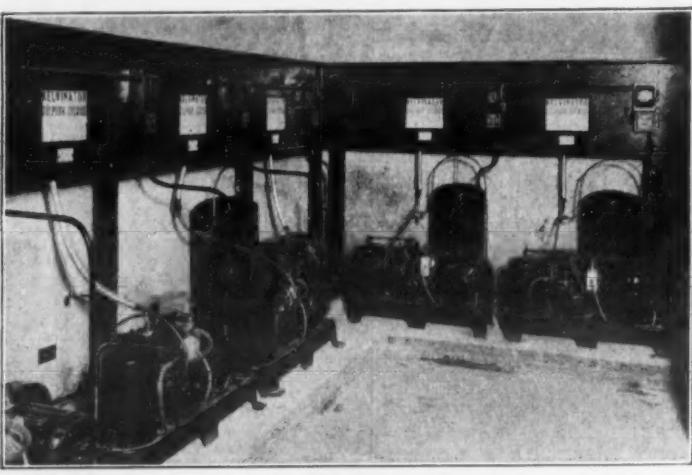
Stafford's Dairy, R. R. 8, Peoria, Ill., is now equipped with this Copeland gasoline motor driven condensing unit XAG-1200, four special cooling units, and a walk-in cooler.



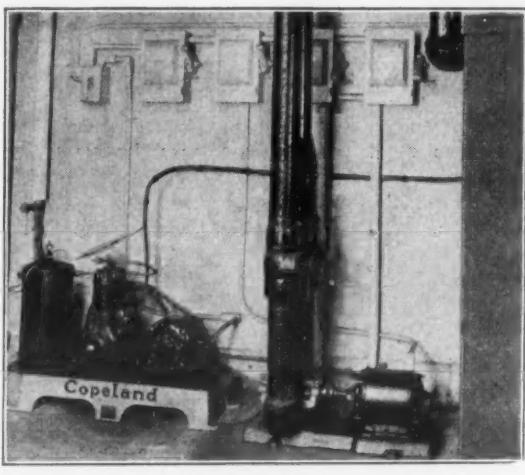
These twin Kelvinator units take care of refrigeration in one of the campus buildings at the University of Utah, Salt Lake City.



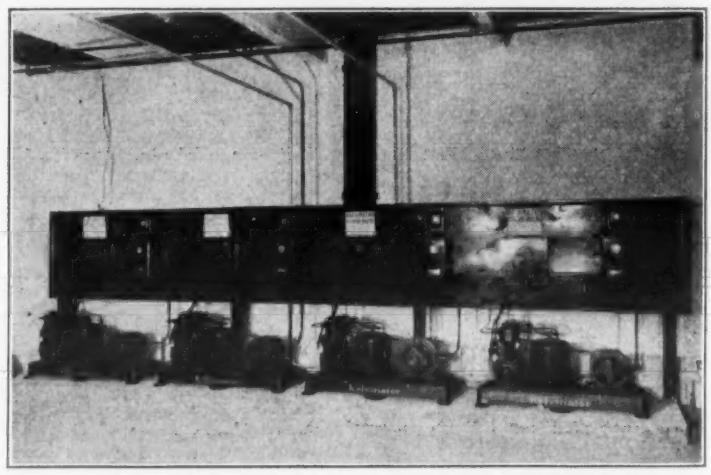
Three Mayflower 1001 water cooled compressors on the job in the Fourth Street Market, Mansfield, Ohio. They handle display cases and a McCray butcher cooler.



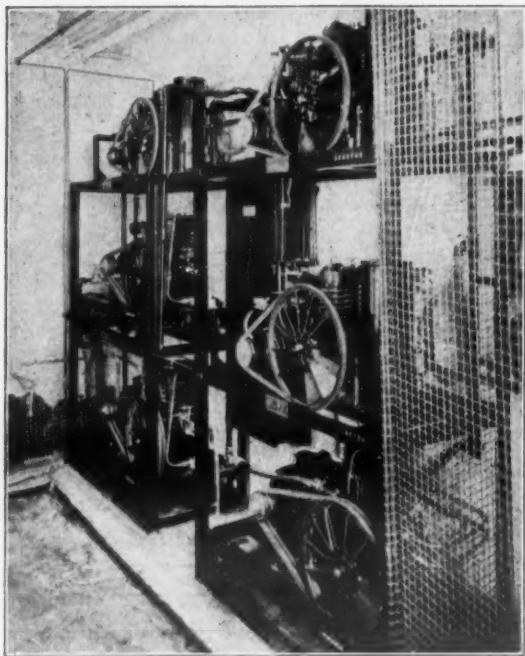
Five of the battery of eight Kelvinator WF-42 condensing units which refrigerate the fountain in the Empire State Building.



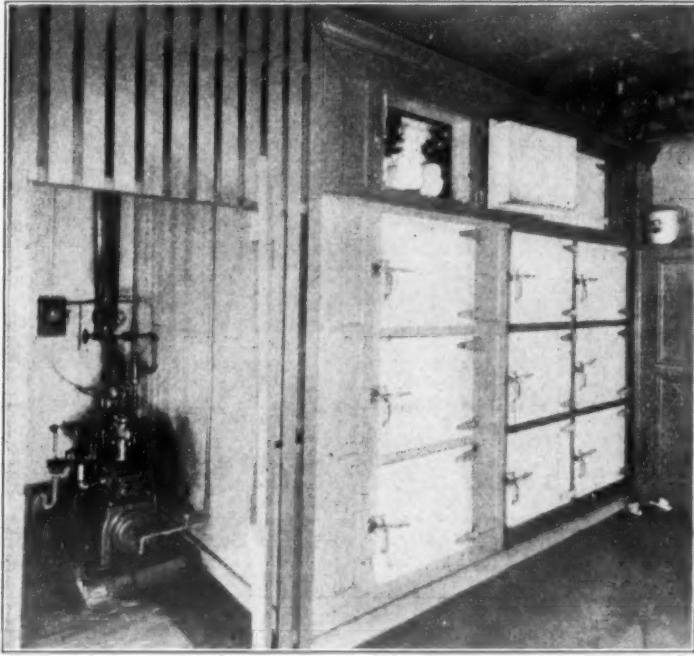
Behind the scenes with Copeland at the Louisville Municipal Bridge—the condensing unit.



Three WQ-60 and one WQ-80 condensing units installed by Kelvinator to cool the cases of the New York Cut Flower Co.



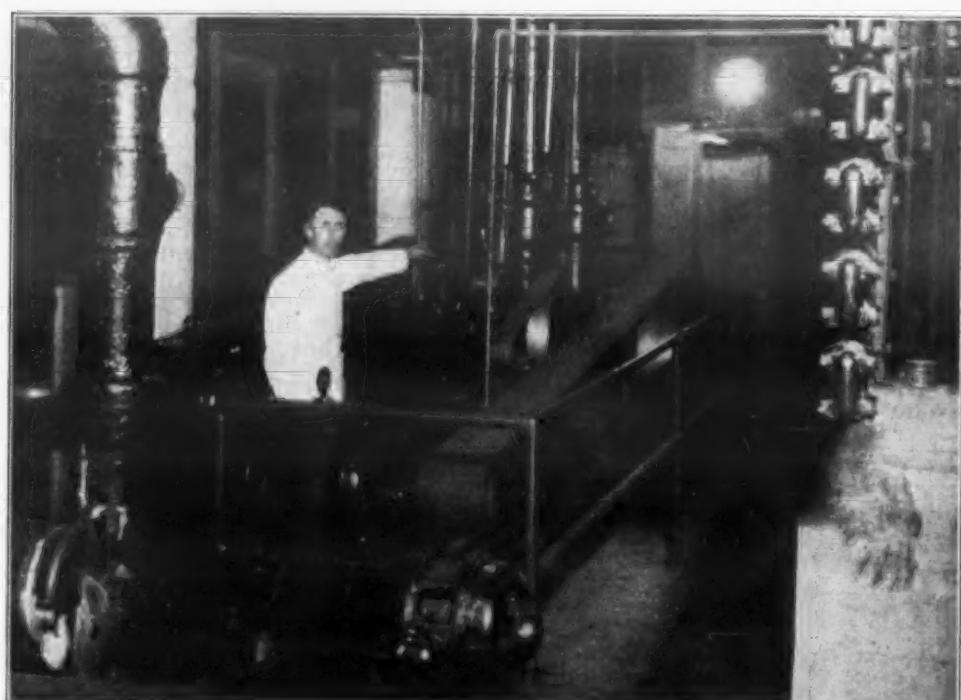
Frigidaire compressors operating the refrigeration units installed in the new Southern California Telephone Co. building in Los Angeles.



This Juruick 1/4-ton SI-27 refrigerates a nine-body morgue in the Hahnemann Hospital, Philadelphia. It was installed by the American Engineering Co.



This household Frigidaire was equipped with drawers of wire netting to hold biological compounds for the McKesson-Whittlesey Co., wholesale drug firm.



The York Ice Machine Co. installed this system in the basement of the Crystal Palace Market, San Francisco.



This refrigerating and ice-making plant was installed by the General Refrigeration Sales Co., Rockford, Ill., through a dealer, C. L. Percival & Co.

ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

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DETROIT, MICHIGAN, MARCH 2, 1932

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TEN CENTS PER COPY
THREE DOLLARS PER YEAR

COMMERCIAL UNIT SALES FOR 1931 FALL OFF 23.7%

1929 Still Peak Year,
Final Figures
Indicate

By Stanley A. Dennis
Statistical Editor

1932 Refrigeration Directory

FINAL figures on the sales of commercial electrical refrigerators, (water coolers, ice cream cabinets, room coolers, milk coolers, and extra commercial low sides) indicate a loss for the year of 58,386 sales, or 23.7 per cent against 1930. This is the second year in succession that the electric refrigeration industry has shown a loss on its commercial sales. In 1930 the loss was against 1929 was 68,611 sales, or 21.8 per cent. The year 1929 remains the peak year for commercial refrigerator sales, with gain of 96,776 sales over 1928, or 30.7 per cent.

All of these figures are shown graphically in the chart on page six. No attempt has been made in this chart to indicate the total dollar value of these sales by years. Owing to the variety of products listed as commercial refrigerators, an "average price per commercial refrigerator" is difficult to estimate and not particularly significant. With the exception of the Nema companies (members of the Refrigeration Division of the National Electrical Manufacturers Association) manufacturers of commercial refrigeration equipment have not assembled figures showing the dollar value of these commercial products.

(Concluded on Page 6, Column 3)

SERVEL TO AID SALES IN REGULAR MEETINGS

EVANSVILLE, Ind.—Retail sales information will be brought to distributor and dealer organizations of Servel Sales, Inc., this year by means of monthly meetings conducted by the factory and distributor supervisory organization beginning this month.

Charts have been prepared to assist the various men who conduct meetings. Pictures, graphs and type pages supplement will aid in making the monthly programs fairly uniform in various parts of the country.

General distributors' headquarters meetings will be held in some territories to hear the monthly sales lessons; in others where distance and time loss would interfere with such a plan, the material will be taken direct to small groups of dealers and their personnel.

STEINING NAMED MANAGER BY MAJESTIC DISTRIBUTOR

PITTSBURGH—F. H. Steinling, professor of mechanical engineering at Pittsburgh University in charge of the course in refrigeration engineering, has been appointed general manager of the refrigeration department of Hamburg Bros., distributor for Majestic products in western Pennsylvania.

Prof. Steinling had been a member of the Pittsburgh University faculty since his graduation nine years ago.

Leonard Appoints Seven New Distributors In South, Southwest Territories

DETROIT—Seven new distributor appointments have been announced by the Leonard Refrigerator Co., here, most of them located in the south and southwest.

The Peasle-Gaibert Corp. of Dallas, Tex., will cover central Texas. This firm, of which R. E. Peake is vice president and treasurer, has retail branches in San Antonio and Houston.

Spurrier's, Inc., now Philco distributor in Oklahoma City, has taken the franchise to distribute Leonard refrigerators in the state of Oklahoma. O. N. Spurrier is president of the company.

Western Missouri will be covered by the Russell Philco Radio Co., of Kansas City, Mo., and of which R. W. Russell is president.

Goes South



C. C. CHOATE

C. C. Choate Named New Majestic Field Man

CHICAGO—C. C. Choate, until recently with the Harry Alter Co., Chicago distributor for Majestic electric refrigerators, has been appointed south ern sales representative in the refrigeration division of Grigsby-Grunow Co., according to announcement last week.

Prior to his connection with the Harry Alter Co., Mr. Choate had the distributorship for Ice Berg Mfg. Co. products in Chicago. He assisted in pioneering the bottle water cooler business in Chicago in cooperation with Hinckley & Schmidt, Waukesha Water distributor.

Later, with the Stover Co., Mr. Choate managed the establishment and development of the Iceless Water Cooler Co. For two years he was associated with R. Cooper, Jr., Inc., Chicago General Electric distributor, as assistant manager of the water cooler department.

Just before joining the Alter company, he was local manager for the Utilities Appliance Corp.

PEERLESS ELECTRIC SIGNS GIBSON CORP. FRANCHISE

INDIANAPOLIS—The Peerless Electric Co., distributor of 70 lines of electrical merchandise in the territory in a 75-mile radius around Indianapolis, has been signed as distributor for Gibson Electric Refrigerator Corp.

H. E. Rasmussen is president of the firm, which occupies a five-story building at 122 S. Meridian St. Among the products handled by the distributing organization are those manufactured by American Bosch Co., National Electrical Products Co., Benjamin Co., Appleton Electric Products.

Other officers of the company are, A. J. Natio, vice president in charge of sales; Paul H. Keller, secretary-treasurer; W. A. Shafer, sales promotion manager; George R. Bates, price and editorial department; M. L. Lugar, store department; Alfred Hill, assistant, store department.

Raymond Rosemeyer, shipping department; Richard D. Garr, Tom Gage, Robert Price, Fred Baiz, and Walter Masters, district salesmen.

Leonard Appoints Seven New Distributors In South, Southwest Territories

In southwestern Kansas, the franchise will be held by the Stimpson Philco Co., with headquarters at Wichita, headed by E. L. Stimpson, president.

Northwestern Kansas will be covered by the E. C. McKelvey Radio Co., Philco distributor at Salina, with a branch office at Hutchinson.

N. Nelson, president of the Nelson Music House, has taken over the Leonard franchise for southeastern Montana, with headquarters at Billings.

The state of Florida and several counties in southeastern Georgia will be handled for Leonard by the Cain Radio Co., of which Fred Bultman is general manager and vice president.

NELA EXECUTIVES PROPOSE QUOTA FOR 1932 SALES

Suggested Total Lower Than Last Year's Goal

NEW YORK CITY—A national quota of 1,000,008 electric refrigerators to be sold in 1932, has been proposed by the Electric Refrigeration Bureau, the total being slightly less than the 1931 proposed quota, which was 1,003,650.

Based on five per cent of the domestic meters in the United States, the quota has been broken down by states as follows:

Alabama, 7,606; Arizona, 2,729; Arkansas, 4,670; California, 73,389; Colorado, 8,048; Connecticut, 16,886; Delaware, 1,816; Florida, 9,437; Georgia, 8,004; Idaho, 2,408; Illinois, 77,085; Indiana, 29,216; Iowa, 18,735; Kansas, 14,393; Kentucky, 11,575; Louisiana, 7,688.

Maine, 7,525; Maryland and District of Columbia, 18,933; Massachusetts, 50,848; Michigan, 46,590; Minnesota, 19,752; Mississippi, 4,126; Missouri, 27,450; Montana, 3,268; Nebraska, 10,319; Nevada, 736; New Hampshire, 5,214; New Jersey, 47,805; New Mexico, 1,348.

New York, 153,930; North Carolina, 9,849; North Dakota, 2,509; Ohio, 64,123; Oklahoma, 11,071; Oregon, 9,264; Pennsylvania, 87,663; Rhode Island, 8,019; South Carolina, 4,945; South Dakota, 3,314; Tennessee, 9,853; Texas, 27,238; Utah, 4,218; Vermont, 3,142; Virginia, 11,054.

Washington, 16,917; West Virginia, 7,581; Wisconsin, 26,512; Wyoming, 1,407.

Grinnell Co. Offers \$99.50 Machine

GRINNELL, Iowa—A 4.7 cu. ft. capacity electric refrigerator, selling at \$99.50, has been designed and put on the market by the Grinnell Washing Machine Corp., of which Charles G. Adsit is president and J. Merritt, vice president and general manager.

Specifications of the Grinnell electric refrigerator show a heavy steel exterior with three coats of white baked enamel. Insulation is three inches of Dry-Zero on top, bottom, and sides. The interior is of porcelain enamel on 20-gauge Armclo Ingot Iron.

Legs are of steel, 11 in. high, porcelain enameled. Hardware is chromium plated.

Over all dimensions are 58 in. height, 25.5 in. width, and 21.5 in. depth. Net food storage capacity is 4.7 cu. ft., and gross capacity 5.4 cu. ft. Interior dimensions are: width, 19 1/4 in.; depth, 16.5 in., and height, 29 in.

The shelves, three in number, are rustproof and removable. Ice cube capacity is 63 cubes. The cabinet is ventilated by a set of nine louvers on each side near the top of the cabinet.

The unit, removable in less than two minutes, is assembled on insulator board and fitted into the top of the box. It is mounted on one piece steel base "suspended," or "floated" on four large steel springs eliminating vibration or metallic sound.

The temperature control is a Cutler Hammer switch, with overload cutout.

(Concluded on Page 14, Column 1)

COPELAND NAMES W. F. NERN FIELD REPRESENTATIVE

MT. CLEMENS, Mich.—William F. Nern has been appointed Copeland field representative for Minnesota, Wisconsin, Nebraska, North and South Dakota, according to W. D. McElhinny, vice president of Copeland Products, Inc.

Prior to joining Copeland, Mr. Nern had charge of the branches of the Remington Cash Register Co., a subsidiary of the Remington Arms Co.

SOLID CARBONIC CO. MOVES

NEW YORK CITY—The Solid Carbonic Co., Ltd., has moved to larger quarters in the new Commerce Bldg., 155 E. 44th St. Their former address was at 122 E. 42nd St.

Promoted



M. F. MAHONY

Mahony New G. E. Merchandising Manager

CLEVELAND—M. F. Mahony, manager of the sales operations division of the General Electric Refrigeration department, has been appointed manager of the merchandising division, according to P. B. Zimmerman, general manager of the department.

Mr. Mahony fills the vacancy caused by the death of A. C. Mayer, New Year's Eve, when the plane in which he was flying to his home in Louisville, Ky., crashed.

The sales operations division will remain under Mr. Mahony's management.

Previous to taking over the direction of the sales operations division, Mr. Mahony was assistant to T. K. Quinn, who was then manager of the refrigeration department. Upon Mr. Quinn's elevation to the vice presidency of the General Electric Co. at the beginning of 1931, Mr. Mahony became manager of the sales operations division.

The position of merchandising manager was created by Mr. Mayer in August of 1926, when he left the Unit Construction Co. of Chicago to join the refrigeration department of the General Electric Co.

KANSAS CITY DISTRIBUTOR TAKES NORGE FRANCHISE

KANSAS CITY—Moser & Suor, Inc., has taken over the distribution of Norge refrigerators for Kansas and western Missouri, D. W. Moser, president of the concern, announces.

Other officers of the firm are J. G. Suor, vice president; M. S. Tinsley, general manager; and L. W. Lontaeux, head of the apartment house division.

The new distributor announces the following dealers in the territory: Jones Dry Goods Co., Davidson Furniture Co., Murray Electrical Co., and Anderson Furniture Co., all of Kansas City.

J. H. Bell Mercantile Co., Lawrence, Kan.; Schmidt Furniture Co., Holton, Kan.; P. R. Shul, Wichita, Kan.; and Newman Department store, Joplin, Mo.

G. E. WILL START 'MYSTERY' RADIO CONTEST MAR. 29

Competition for \$5,000 To Be Broadcast Over NBC

NEW YORK CITY—A prize mystery contest, in which 100 winners will be given prizes aggregating \$5,000 in value, will be announced by General Electric Tuesday, March 29, according to an announcement from the office of T. K. Quinn, vice president of General Electric Co. The contest closes May 7.

Announcement will be made at 12 o'clock noon, Eastern Standard Time, over a nation-wide N.B.C. network. The contest consists of writing the concluding chapter to a mystery story, "The House of Retrogression," by Channing Patrick.

Beginning March 29 (a week after the contest is first announced), a synopsis of each of the first 14 chapters of the book will be given—one each day—over this noon radio program.

The participants will then be invited to write their own solution of the mystery, chapter 15, and send it to Grace Ellis, care of the National Broadcasting Co., New York City.

To those whose solutions, written in not more than 3,000 words, are the most original, plausible, neat, and convincing, the prizes will be awarded. The first prize is a \$500 General Electric refrigerator, and the next nine prizes are each valued at more than \$200 each.

The book is written around the direct house-to-house salesman of electric appliances.

(Concluded on Page 14, Column 5)

CANADA KELVINATOR MEETING DRAWS 300

LONDON, Ont.—"There Is No Substitute for Experience" will be the keynote of the 1932 advertising and sales campaign of Kelvinator of Canada, it was brought out in speeches at the third annual convention which closed here Feb. 24.

The 300 dealers from all parts of the Dominion who attended the convention were met by a blare of trumpets of the London Fusiliers band, and paraded to headquarters in the Hotel London led by the gayly uniformed musicians of London's oldest militia regiment. London streets were decorated to welcome Kelvinator men to the convention.

In the Hotel London, three whole floors were booked to accommodate the visiting delegates. Registration and instruction as to the convention program were taken care of Monday night.

Outfitted with red caps and other equipment of the hunt, the delegates Tuesday night formed the Kelvinator Hunt Club, the purpose of which is to hunt for sales, and appointed Ed Wanless "master of the hunt" for 1932.

Other members of the Hunt Club board of governors for 1932 are: H. M. Fleming, J. W. Alger, Lloyd Smith, H. E. Rochon, Howard Gray, James S. Neill, Tom Dunn, J. W. Whealcroft, C. J. Bell, and W. H. Bell.

(Concluded on Page 18, Column 5)

Majestic Distributors Enter Fifth Week Of 'Contest Without a Name'

CHICAGO, Feb. 29.—Majestic distributors today entered the fifth week of their contest without a name, with "more prizes than rules," which closes March 19.

Each distributing organization is given a credit of three points for every dealer franchise signed up during this period and reaching the factory not later than March 14, five days before the close of the contest. Every franchise must carry with it an order for at least one refrigerator.

Two credit points will be given each distributor for each refrigerator sale, either wholesale or retail, reported to the factory during the contest period.

The winning distributor of each group (groups determined by the number of B.P.I. had), will receive a combination marine clock, barometer, and thermometer.

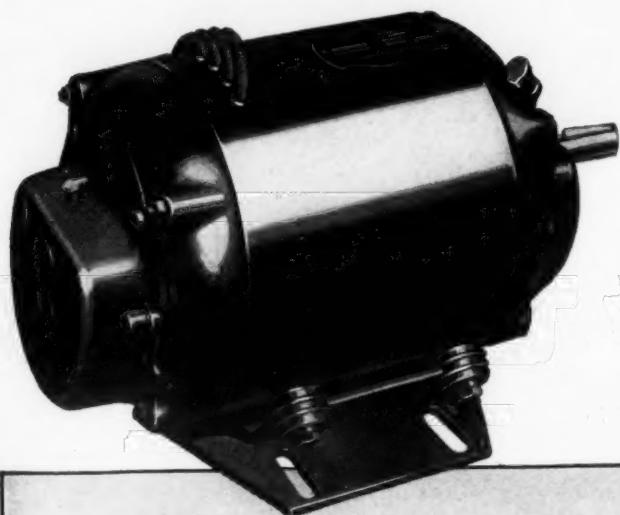
The high distributor of all the

groups will also be awarded a wrist watch to be passed on to the member of the distributor's organization who, in the judgment of the officials of the distributorship, contributed most to the success of the distributor in winning the prize.

The contest announcement said, "A high-grade watch exactly exemplifies the stem-winding type of salesman who will win it."

A leather sports bag will be awarded to the distributorship in each group that sells its dealers the most literature for direct-mail and window display campaigns. Three points credit for each name on the mailing list and two points for each dealer accepting the window display program will be awarded.

The low distributor in each group will receive, the contest announcement adds, "a genuine, nickel-plated, blatantly-irritating, hand-winding alarm clock."



A REFRIGERATOR MOTOR MUST NOT FAIL



Look to Delco for refrigerator motors that will not fail. Delco repulsion-induction and condenser-transformer type motors withstand the most severe service. Their design is guided by an intimate knowledge of refrigerator power requirements . . . their construction is the achievement of years of experience in this specialized field. Delco develops an individual motor exactly to fit each application. And Delco co-operates further by operating on a production schedule that permits changes almost immediately, to accommodate changes in your requirements.

National field service for Delco Motors is provided through the facilities of United Motors Service Branches.

**DELCO PRODUCTS
CORPORATION**
DAYTON, OHIO

How To Make Use of Ice Men As Told By R. D. Ford

WHIT 'ER, Calif.—That there are possibilities of cooperative effort between the electric refrigerator dealer and the ice man is indicated from the experiences and the methods of R. D. Ford of Ford Brothers, electric refrigerator dealer here.

"We give the ice man leads," Ford declared, "and he in turn gives us tips. I say 'He' as a class name, for there are several ice merchandisers who cooperate with us in this respect."

"When the ice man learns that one of his customers is considering the purchase of an electric refrigerator, he realizes that his 'game' is up; for it is very difficult to influence an electrical-minded housewife to continue refrigeration by ice.

"He knows that he must find another ice user, or prospective ice user, to take her place. Therefore, he tips us off, we see the prospect, and, if possible, sell her the brand of refrigerator we carry.

"The chances are nine to one that we'll have to take the customer's old ice box as part payment on the deal. The ice man often finds that a prospective customer hasn't an ice box, or if she has one it is inadequate.

"Hence, to make her an ice user, she must have a refrigerator; so he buys the one we have taken in and sells it to his new customer—usually at a profit to himself.

"Also, if we sell the ice box, ourselves, to a housewife, we usually put a card bearing the name of an ice man, his telephone number and his address in the box; and then tell the ice man about the deal so he may lose no time in contacting the prospect.

"One ice man admitted that he had made \$700 more last year largely because of following up the leads we gave him and developing new customers. Also, some of his increase was due to selling an old customer a larger, second-hand ice box.

"The ice merchandisers of our community are recognizing that the more advertising the manufacturers of mechanical refrigeration give to their products and the value of food preservation, the more non-ice users will develop into customers; since some of them are probably not in a position to buy an electric refrigerator, and an ice box and ice is the first step toward the ultimate—a mechanical refrigerator.

"We suspect that some of those who buy the second-hand ice boxes from the ice men will eventually become our customers; for, as long as they deal with an ice man who is cooperating with us, he'll tell us the moment that they show signs of being ready for modern refrigeration.

"So this is the way we are disposing of the ice boxes we take in trade. We find that we cannot get more than \$15 for any ice box, regardless of its size and condition, and that boxes of less than 50 lbs. capacity are almost impossible for us to sell.

"This will save at least one handling, and the ice man probably can offer a trifle more than we can allow.

"Winter sales of refrigerators? Yes, we are selling them by successfully combatting some of the prospects' assertions that they will wait until spring—no use in paying on an appliance that they won't be using until warm weather.

"We do this by calling their attention to the fact that, when they buy on deferred payments, which run at least a year, they'll have to make payments on their purchases during one winter anyway; so it might as well be this winter as next."

WESTINGHOUSE PLANS SPRING SALES DRIVE

MANSFIELD, Ohio—Plans for launching a spring advertising and merchandising campaign will be announced at a meeting of 100 sales promotion and educational men from Westinghouse refrigerator distributorships all over the United States, March 12, at the Mansfield works.

The spring drive will follow close on the heels of the convention, according to Marshall Adams, sales promotion manager, stating that 45 per cent of the refrigerators sold in 1932 will be sold during the months of April, May, and June.

Appearing on the program will be C. E. Allen, commercial vice president of the Westinghouse Co., and C. B. Graves, manager of the refrigeration division. A sales educational program will be outlined by R. L. Sanner, of the sales promotion department.

On March 14, the field refrigeration sales organization will meet to discuss plans for the dealer meetings which will be held in 60 of the principal cities throughout the United States. Rehearsals will be held so that these meetings will be uniform and complete in their presentation.

Following the meeting 10 troops of men will leave Mansfield with full equipment, including scenery, motion picture projectors, slides, and stage props, to put on these meetings, which have been so scheduled that they will be completed before April 1.

Besides communicating the information brought from the meeting at the factory, these "flying squadrons" will pick up ideas and information as they go along, and on their return to Mansfield, will combine this in bulletins to be rushed to the field.

Newspaper cooperation plans, together with the sales promotional schedule, will be outlined by Mr. Adams in his talk before the meeting, he reports.

During their stay in Mansfield the men will be conducted through the refrigerator plant, to see how production is being gradually stepped up.

GRIGSBY-GRUNOW NAMES ARCHER TO POSITION

CHICAGO, Feb. 29.—The appointment of F. V. Archer as representative for Majestic refrigerators in the middle western area has been announced by John Ditzell, general sales manager of the refrigeration division, Grigsby-Grunow Co.

Mr. Archer and Mr. Ditzell were associated in 1928 and 1929, when both were employed by Norge Corp.

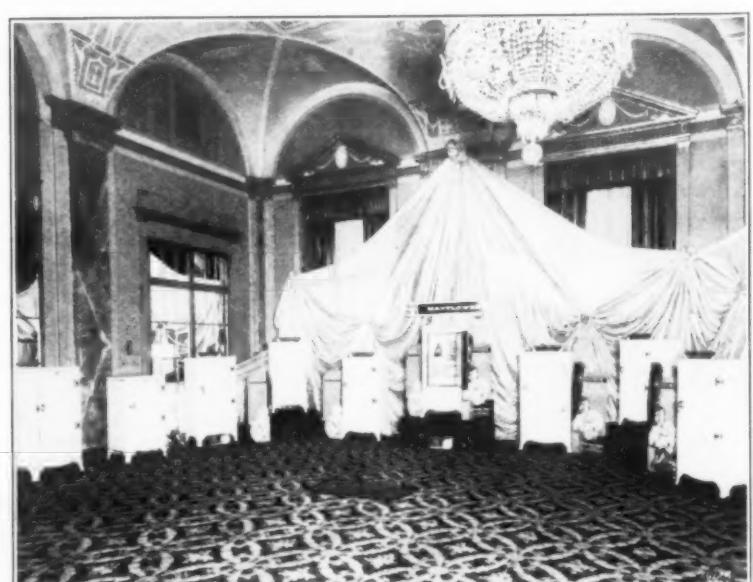
Mr. Archer has been in the refrigeration field since 1920, when he developed distributors and dealers for the Lipman Refrigeration Co. From the field of commercial refrigeration he transferred to domestic sales, and has travelled through the United States, Canada and Mexico contacting sales outlets.

LENNOX FURNACE CO. PLANS AIR CONDITIONER

OMAHA—That the Lennox Furnace Co. of Marshalltown, Iowa, is now ready to market an air conditioning apparatus to heat, cool, and humidify air for the home was announced by Roy T. Wasson, sales manager of the company, at a recent sales convention here.

One of the completed air conditioning machines was on exhibition at the Rome hotel, here, during the meeting, which was attended by about 75 Lennox dealers.

'32 Mayflowers in Detroit Debut



Radio Distributing Co., handling Mayflower refrigerators in Detroit, exhibited the 1932 models in a two-day show at the Hotel Statler.



MONOUNIT REFRIGERATION -----

An exclusive Gibson development. The **MONOUNIT** requires but half the space—weighs approximately half as much as ordinary units. Only three moving parts. Light, compact and powerful.

MATCHLESS BEAUTY -----

"The Most Beautiful Refrigerator in the World." Graceful and well-proportioned. The Gibson cabinet is not built *around* the **MONOUNIT**. The **MONOUNIT** is built *into* the cabinet.

EVERY CONVENIENCE -----

BROOM high legs, buffet top, 8 temperature ranges, more ice cubes, greater shelf area and rubber foot-pads.

Everywhere people are talking about the Gibson. . . . Housewives and business men alike . . . praising it, comparing it . . . and *buying* it. Never before has an electric refrigerator received such instant popularity . . . leaped to the front so quickly . . . swept aside competition so completely. Why?

GIBSON Electric

NATIONALLY ADVERTISED-----

Gibson tells its story—forcefully and repeatedly. The national advertising campaign has received a tremendous response. And it is just getting under way. A steadily *increasing* campaign reaching into millions of homes.

A SOUND INVESTMENT -----

The public knows a Gibson is a sound investment. The Gibson Corporation is one of the oldest and largest manufacturers of refrigerators in the world. It builds refrigerators only and never has built anything else.

EASY TO OWN -----

The largest finance company in the business has placed its o. k. on Gibson. Given it the lowest rates available for dealer financing and arranged to floor plan all models for those who desire it.

Prices and discounts are most attractive. There is Cold Gold in every Gibson franchise.

GIBSON ELECTRIC REFRIGERATION CORPORATION
GREENVILLE MICHIGAN

Gibson Electric Refrigerator Corp.,
Export Sales Department,
201 North Wells Street,
Chicago, Illinois, U. S. A.

Cable Address "GIBSELCO" Bentley Code
Chicago, Illinois

GET THE FACTS ----- WRITE FOR DETAILS -----

ST. LOUIS TO START LOCAL BUREAU DRIVE

ST. LOUIS—Radio announcement, prize drawings, registration of prospects figure in an intensive campaign to be sponsored by the St. Louis Electric Refrigeration Bureau between March 1 and April 23, according to announcement from A. E. Schannel, director of the local bureau.

The first step in the campaign will be carried out through electric meter men, who will deliver envelopes containing prize certificates to each of the 250,000 wired homes in St. Louis.

Plan Prize Drawing

The envelopes will be marked "important;" the certificates will entitle the customer to participate in a prize drawing of electric refrigerators, if she comes to an electric refrigerator store and registers.

Radio announcements, by the "Ice Cube Man," will be broadcast every day, saying, "Watch for the electric meter reader who is bringing you an important message," and will remind recipients of the certificates to register.

Dealers may take advantage of government postal cards which are illustrated and printed with their name and address, and are also personalized with the prospect's name drawn in with the illustration. The bureau furnishes the cards complete even to mailing, at a low cost. These cards invite the people in the neighborhood to patronize one individual dealer.

Telephone Prospects

To get prospects into his store, each dealer is advised to use the telephone to confirm the mailed invitation, as soon as it has been received.

The bureau has chosen an ice-cube man for the identification of the campaign. He appears on window cards, easel cutouts, ballot boxes where the certificates are to be placed, door stickers, etc.

Distributor members of the bureau donate the electric refrigerators which will be given as prizes without cost to the dealer members.

NORGE APPOINTS R. G. NELSON NATIONAL SERVICE MANAGER

DETROIT—R. G. Nelson has been appointed national service manager of Norge Corp., with headquarters at the Muskegon plant, according to announcement by Howard E. Blood, president of Norge Corp.

Mr. Nelson succeeds I. H. Reindel, who has been appointed assistant to Mr. Blood.

NEW DETROIT COMPANY SIGNS NORGE DEALER FRANCHISE

DETROIT—The Fuel & Refrigerating Products Co., recently formed concern, has been assigned a Norge dealer franchise. The firm has opened showrooms at 1922 Leland St.



Kelvinator dealers and salesmen from Harrisburg, Lancaster, and Williamsport meet at Harrisburg for one of the "conventions" in the field which the Kelvinator Corp. is holding this year.

TOWER CORP. ANNOUNCES POORE AS SALES MANAGER

NEW HAVEN, Conn.—Gilman W. Poore has been appointed general sales manager of the Gibson electric refrigeration wholesale department of the H. M. Tower Corp., Gibson distributor through the Connecticut territory.

Mr. Poore, a graduate of Massachusetts Institute of Technology, has been in the specialty selling field ever since his graduation. First he was sales manager of the Cambridge Electric Light Co., Cambridge, Mass., then for eight years district sales manager for the Hoover Co.

He then joined Grigsby-Grunow as eastern sales promotion manager, then sales manager for the New York office, and organizer and manager of the Hartford branch. He was afterward appointed refrigeration district sales manager for Majestic.

At the time of his appointment by the Tower Corp., he was district manager of the Syracuse Washing Machine Co.

W. R. McALLISTER NAMED FADA SALES REPRESENTATIVE

LONG ISLAND CITY, N. Y.—L. J. Chatten, vice president in charge of sales of F. A. D. Andre Corp., announces the appointment of W. R. McAllister as special sales representative in the territory from Virginia to Florida and west to New Orleans.

Mr. McAllister has been in the piano, phonograph, and radio industry for a number of years.

G. E. DISTRIBUTOR TO EQUIP NEW MEMORIAL HOSPITAL

NEW HAVEN, Conn.—The New Haven branch of Modern Home Utilities, Inc., General Electric refrigerator distributor, has been awarded the contract for refrigeration equipment for the Sarah Wey Tompkins Memorial, being built at New Haven hospital for Yale University.

3-Color Printing Used In Kelvinator Ad

CHICAGO—Kelvinator Corp. was the first advertiser to take advantage of a new printing process whereby three-color effects may be had in the news sections of daily newspapers, when it was used by the *Chicago Tribune* Feb. 20.

The *Chicago Tribune* has perfected for the first time a process by which color can be applied in newspapers without slowing down the regular newspaper speed of 36,000 copies per hour.

The advertisement, prepared by Brooke, Smith & French, Inc., was the first of a series of similar ads to appear in red, green, and black over the signatures of the Commonwealth Edison Co., and the L. C. Wiswell Co., Chicago distributors.

LEONARD REPRESENTATIVES VISIT DETROIT FACTORY

DETROIT—Representatives from three Leonard electric refrigerator distributors visited the Leonard factory, here, Feb. 20 and 21.

Firms represented were Richmond Hardware Co., Richmond, Va., with John Dillard and Walker Stuart, Jr.; H. Leonard & Sons, Grand Rapids, represented by O. Connor, and the Stimpson Philco Co., Wichita, Kan., represented by Salesmen Wardle, Legge and King.

A trip through the plant was followed by a conference with R. I. Petrie, general sales manager.

CONNECTICUT FIRM WILL EQUIP FUR PLANT

NEW HAVEN, Conn.—The Connecticut Ice Machinery Co., South Norwalk, has been awarded the contract for installation of refrigerating equipment in the new fur storage vault which will occupy an addition to the building of Kresel & Wolf, furriers, 196 Orange St. The entire back of the four-story building will be used for the storage vault, one of the largest of its kind in New England. Cork insulation will be provided by the United Cork Companies of New York, with Connecticut offices at 410 Asylum St., Hartford.

HOME USES OF ELECTRICITY SUBJECT OF FOUR MEETINGS

SACRAMENTO, Calif., Mar. 1.—The Electrical Contractors & Dealers Association of Sacramento has just completed a series of four educational meetings to instruct contractors, dealers, and their salesmen in the uses of electricity in the home.

This announcement is made by W. H. Welsh, secretary, who says that some 40 dealers attended the sessions. Speakers have been selected from manufacturing concerns and jobbing houses.

EXECUTIVES OF GIBSON CO. VISIT SOUTHERN OUTLETS

GREENVILLE, Mich.—Frank S. Gibson, Jr., vice president in charge of sales of the Gibson Electric Refrigerator Corp., is now on a tour of the southern states with P. W. Peck, Gibson district manager.

Mr. Gibson and Mr. Peck will visit distributors in Atlanta; Charleston, S. C.; Nashville, Memphis, and Dallas, Tex.

CAPITAL PAPER CO. FORMS APPLIANCE SUBSIDIARY

INDIANAPOLIS—I. F. Kahn, president of the Capital Paper Co., dealer in Leonard electric refrigerators and Atwater Kent radios, has announced the formation of an Indiana wholesale division to handle electric appliances, as a subsidiary of the company.

CARBONIC ICE CO. MOVES TO NEW OFFICES

SAN FRANCISCO—The recently organized California Carbonic Ice Co., Ltd., has moved its offices from 200 Bush St. to 550 Montgomery St.

UTILITY HEAD SCORES PLAN FOR POWER TAX

BERKELEY, Calif.—"A clear tax on necessities," is how A. F. Hockenbamer, president of the Pacific Gas & Electric Co., characterizes Secretary of the Treasury Ogden L. Mills' plan for a 7 per cent levy on domestic fuel and light.

A total of \$2,300,000 would be taken by such a tax from the customers of his own and subsidiary companies in northern and central California, Mr. Hockenbamer reports.

"Of the total, roughly \$1,300,000 would come out of those who consume electricity in the home, and \$1,000,000 out of those who use gas," he said.

"Apparently the government intends to tax every form of domestic use. It plans to take its toll out of the gas used for cooking and heating, and to tax electricity used for light and heat, for running the sewing machine and the refrigerator, for every service known to the modern home."

"The tax is clearly a tax on necessities. The only tax like it is the French tax on windows."

"Even in the war days of 1917, a tax on heat and light was too much for Congress. Provision was made in the first draft of the war tax bill to tax domestic electric service five per cent. The Senate finance committee struck out this provision, declaring that light and heat are the last things that should be made subject to taxation. That was in war time and everybody was at work—far more able to pay taxes than today."

GEORGE PATTERSON HOLDS DEALER MEETINGS

ST. PETERSBURG, Fla.—George S. Patterson, head of the corporation bearing his name, distributor of General Electric refrigerators and Hotpoint ranges in Florida, is holding a series of seven dealer-salesman meetings in various sections of the state.

The meetings are being held preparatory to starting the spring sales drive. The group from distributor headquarters accompanying Mr. Patterson included R. A. Cartmell and the sales supervisors.

Final decision on the specific place for each of the seven meetings was not to have been announced until the last minute, but dealers were assured that the meetings would be easily accessible.

HARRY LAPIDUS' SON TO HEAD OMAHA FIXTURE & SUPPLY CO.

OMAHA—The business of the Omaha Fixture and Supply Co., of which the president, Harry Lapidus, was killed Dec. 24, will be continued by Mr. Lapidus' son, according to announcement. Irving Stalmaster, a son-in-law, was named executor of the estate.

Mr. Lapidus was shot by an unknown person and died immediately.

COLVIN-TEMPLETON OPENS STORE IN OAKLAND, CALIF.

OAKLAND, Calif.—Colvin-Templeton, Inc., distributor of Westinghouse electric refrigerators, has opened a store in temporary quarters at 1962 Broadway, where the full line is being shown.

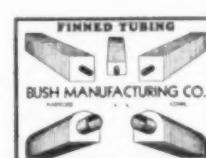
A permanent location will soon be selected and about the first of the year stores will be opened in East Oakland, Burlingame and San Mateo.

CHARLOTTE, N.C., DISTRIBUTOR HAS LARGER SHOWROOM

CHARLOTTE, N. C., Mar. 1.—Southern Refrigeration Co., General Electric refrigerator distributor in North Carolina, moved today from its old location at 417 E. Tryon St. to a larger showroom at 719 S. Tryon.

Display windows occupy two sides of the room, with a solid wall of mirrors on a third side.

W. L. Hopkins is retail sales manager of the firm; L. W. Driscoll is president and wholesale sales manager.



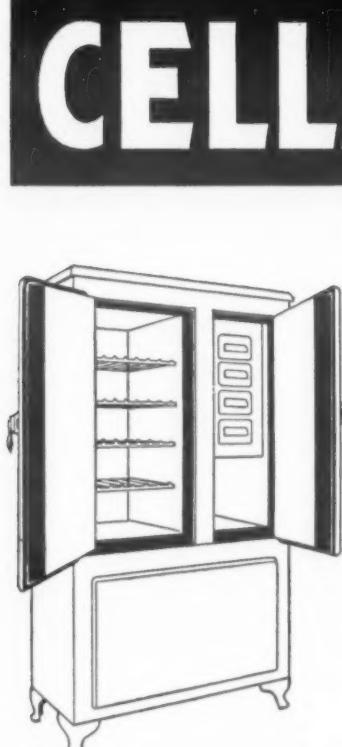
BUSH FINNED TUBING

BUSH REFRIGERATION CONDENSERS

The 21 types of Bush Individual Fin Tubing can be shipped in straight lengths or fabricated to your specification with proper fittings and ready to install

THE BUSH MANUFACTURING CO.
HARTFORD CONNECTICUT

Folder No. 100 Gives Complete Tube Specifications

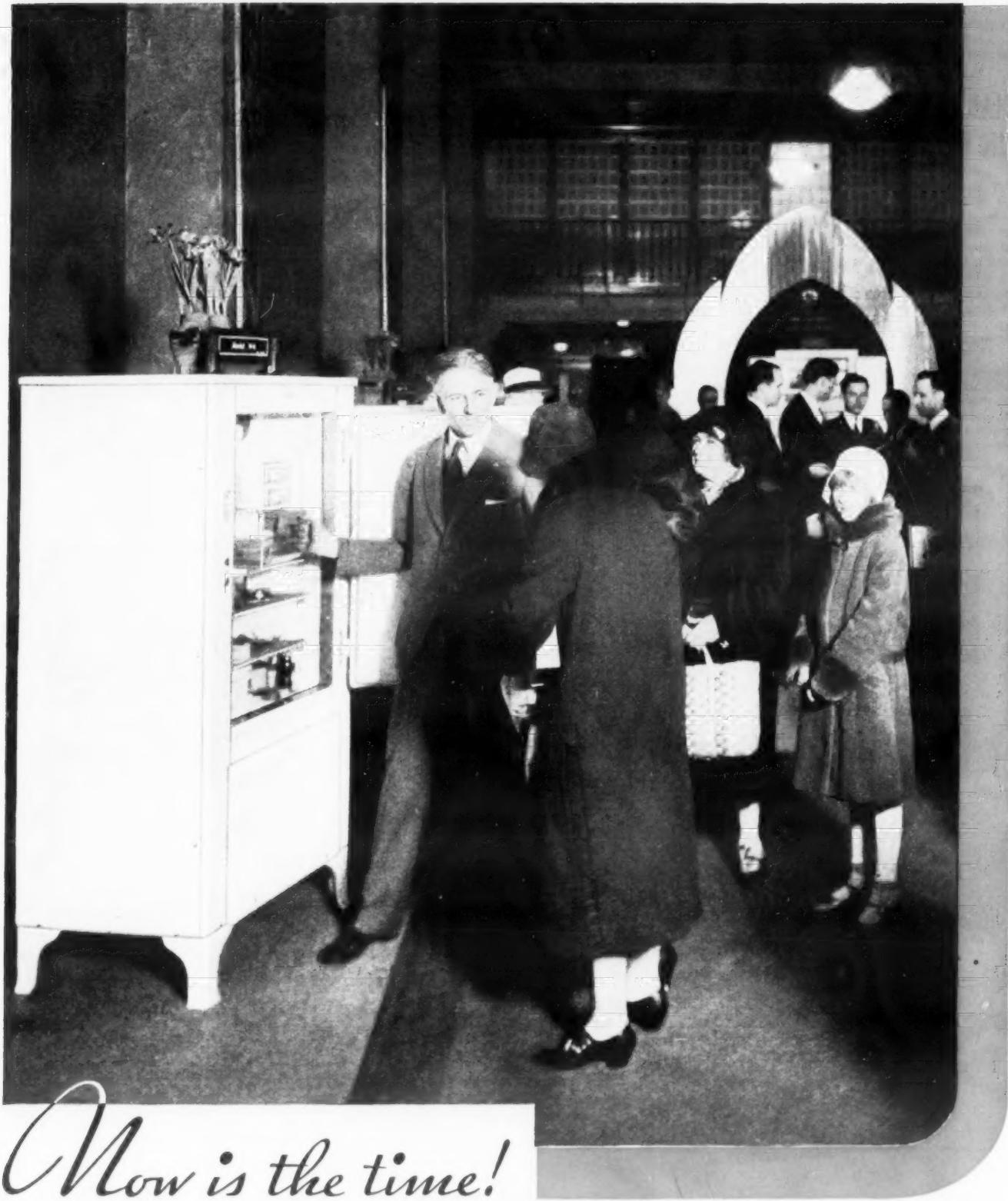


BREAKER STRIPS FOR PERMANENT INSULATION EFFICIENCY UNDER ALL CONDITIONS

CELLANITE is an odorless, odor repelling thermal and electric insulating material. Practically unaffected by moisture, oil, chemicals, and extremes of temperature, and, because it will not easily warp, swell, soften or deteriorate, it remains accurate throughout long service.

CONTINENTAL-DIAMOND FIBRE COMPANY
NEWARK DELAWARE

More NET PROFITS



Now is the time!

Don't put it off any longer. Send in for Frigidaire facts now. Frigidaire's big selling season is just starting. Showrooms are crowding up with prospects.

Hundreds in your locality will buy automatic refrigeration in the next few months. Cash in on these sure-fire prospects. Send in the coupon for facts.

FRIGIDAIRE

A GENERAL MOTORS VALUE

MAIL THIS COUPON FOR FRANCHISE FACTS

FRIGIDAIRE CORPORATION,

Dept. M-27, Franchise Division, Dayton, Ohio.

Gentlemen: Send me the complete story about your franchise.

Name.....

Business.....

City.....

Address.....

State.....

... THAT'S WHAT THE
FRIGIDAIRE FRANCHISE
OFFERS

Selling Frigidaire is a year 'round business . . . there's never any let down in our efforts to get business. The Frigidaire line is *complete*. And the whole line is PUSHED . . . PROMOTED . . . ADVERTISED . . . every month in the year. That's why Frigidaire men make more money. They have more equipment to sell. More places to sell it. And more factory cooperation . . . the kind of sales assistance that brings you good prospects the year 'round.

Practical sales campaigns . . . compelling, prize-winning direct mail advertising . . . sales helps and radio programs that send prospects to showrooms . . . window trims and displays that bring in the passers-by . . . powerful advertisements in the nation's leading magazines . . . these things you can count on in the way of factory assistance from Frigidaire. *And this year Frigidaire has launched the most powerful advertising and sales program in its history.*

You can make more money with Frigidaire. It's a *known* product. It has proved its value to more than 2,000,000 satisfied users. These things make it easier to sell Frigidaire. And the backing of General Motors not only helps you in direct sales work, but also gives valuable prestige to the dealer who represents Frigidaire. Get the facts. Mail the coupon.

GRISWOLD CONCLUDES DALLAS CONVENTION

DALLAS, Tex.—Officers of the City of Griswoldville, State of Refrigeraria, were installed Feb. 24 at a banquet sponsored by S. C. Griswold, Inc., General Electric refrigerator distributor in this territory.

Officers are as follows: J. H. Lathrop, Griswold, governor; C. C. Howard, Griswold, lieutenant governor; H. W. Garrett, Terrell, senator; E. E. Earp, Graham, congressman; S. H. Hemphill, Tyler, mayor; E. S. Richardson, Electrical Appliance, fire chief.

Officers Elected

J. C. Laird, Lampasas, city treasurer; L. A. Burns, Terrell, city attorney; M. J. Miesch, Longview, city tax collector; R. M. Lawler, Electrical Appliance, superintendent of schools; W. F. Jones, San Angelo, city health officer; Roy Peebles, Corsicana, street commissioner; H. C. Osborn, Electrical Appliance, and E. V. McNeese, Electrical Appliance, assistant whitewings.

The banquet at which these officers were installed concluded the first day of a General Electric convention here, and followed a morning display of the 1932 line of refrigerators offered by the General Electric Co.

Griswold Presides

Presiding at the banquet was S. C. Griswold, president of S. C. Griswold, Inc., distributor. G. C. Wasson, manager of the distribution division, Cleveland, spoke.

Cleveland men here for the convention included Mr. Wasson, Robert Sheahan, production engineer; John Tuteur, production division; Earl Norling, sales promotion division; H. W. Kumler, central station division; John Faricy, Sales Ways, Inc., and H. O. H. Quinn, commercial division.

Connecticut Firms Direct Ads to Dairies

HARTFORD, Conn.—A two-page center spread in the *Hartford Daily Courant* for Feb. 27 was devoted to a cooperative advertisement directed by refrigerator and utility companies to milk producers and milk consumers.

The following Connecticut companies sponsored the advertisement: Connecticut Light & Power Co.; Connecticut Power Co.; Manchester Electric Co.; Union Electric Light & Power Co.; Hartford Electric Light Co.

Automatic Refrigerating Co.; New Haven-Parsons Co., handling General Electric equipment; Refrigerator Sales Co., handling Frigidaire; Rackcliffe Bros. Co., distributor for Kelvinator; and the Frederick Raff Co., Mayflower distributor in this territory.

PERRY-BROWNE TO HANDLE GENERAL ELECTRIC IN S. C.

COLUMBIA, S. C.—Perry-Browne, Inc., recently chartered by the secretary of state, has been appointed distributor in South Carolina for the General Electric refrigerator and the General Electric Hotpoint range, it has been announced.

Officers of the new company are: W. M. Perry, president; R. E. Browne, vice president and general manager, and W. L. Perry, who serves as both secretary and treasurer.

Mrs. Beulah M. Yates, graduate of the Home Economics Institute of Chicago, will head the home service department and will conduct in Columbia and all over the state, demonstrations and schools of electric refrigeration and cookery.

Commercial Refrigeration Sales 1923 to 1931

(Concluded from Page 1, Column 1)

ucts back to 1923, and the Nema statistics cover only the year 1928 to 1931, inclusive.

The total number of commercial refrigeration sales by all manufacturers for the year 1923 to 1931, inclusive, are as follows:

Combined sales, by years, of all manufacturers of ice cream cabinets, water coolers, counters and commercial boxes, and all other commercial electrical applications.

1923	500
1924	8,500
1925	37,500
1926	75,000
1927	125,000
1928	217,500
1929	314,200
1930	245,600
1931	187,200
Total	1,211,000

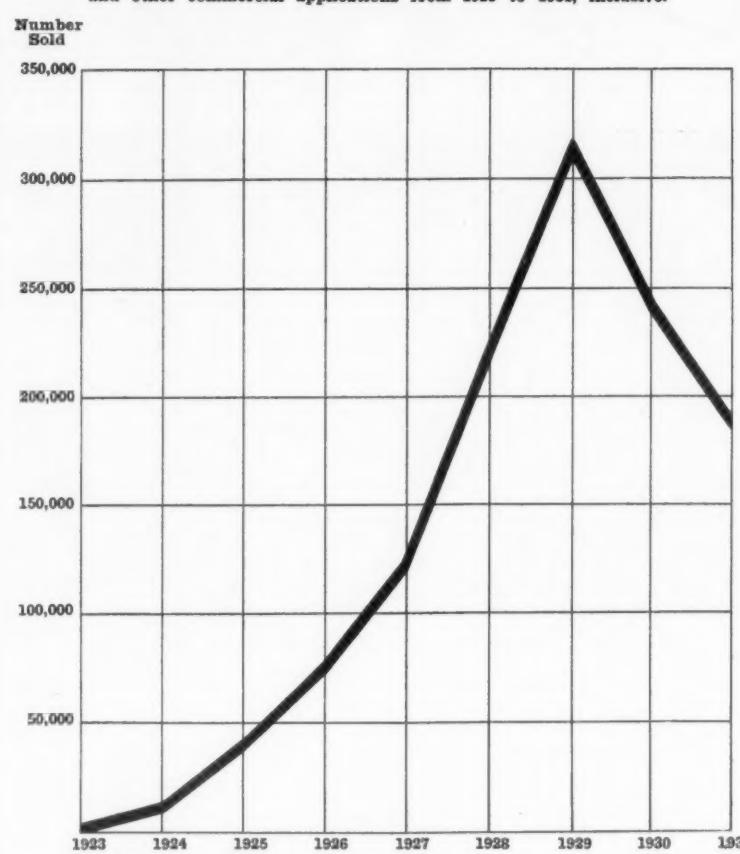
The above figures indicate a total of 1,211,000 sales of commercial refrigerators of various kinds from 1923, or from the beginning of commercial refrigeration up to the present time. Of this total 1,089,000 sales, or 89 per cent, have been made during the last five years.

Records compiled by the Nema companies during 1931 and other data available

Commercial Refrigeration Sales—1931

Commercial Applications Of Electric Refrigeration

Showing the combined sales of water coolers, ice cream cabinets, and other commercial applications from 1923 to 1931, inclusive.



able have made possible the itemizing of the annual totals for the entire commercial refrigerator business. For the last four years (1928-1929), a total of 104,208 water coolers have been sold. Ice cream cabinet sales have numbered 199,695; and all other commercial applications (room coolers, milk coolers, and extra low sides) amounted to 660,825. The total of these sales for the four years amounted to 964,728. These figures are shown in detail in the following tabulation:

\$717,303 in 1929; \$498,710 in 1930; and \$507,848 in 1931.

The total value of Nema sales, including water coolers, ice cream cabinets, milk coolers, room coolers, extra low sides, counters and commercial boxes, and parts and miscellaneous is reported as follows: \$33,771,037 in 1928; \$35,808,142 in 1929; \$30,490,021 in 1930; and \$24,692,545 in 1931.

For the 10 Nema companies, the total sales for the past four years amounted to 877,030. Of this total 94,736 covered

Commercial Sales Itemized 1928 to 1931

Year	Water Coolers	Ice Cream Cabinets	Other Applications	Total
1928	14,511	51,244	151,747	217,502
1929	30,999	55,512	227,767	314,278
1930	35,545	51,516	158,606	245,667
1931	23,153	41,423	122,705	187,281
Total	104,208	199,695	660,825	964,728

Not shown in the above tabulation are other Nema sales, as follows: 1928, extra high sides, 127,079; 1929, extra high sides, 124,567; 1930, extra high sides, 68,561; and 1931, extra high sides, 90,367.

Nema sales of parts and miscellaneous items, amounted to \$668,835 in 1928; water coolers; 181,543 covered ice cream cabinets; and 600,751 covered all other commercial applications. The 1930 Nema total of 170,257 shows a loss of 53,078 or 23 per cent as against 1930 sales. The detailed numbers of sales by the Nema group for the four years is as follows:

Nema Commercial Sales 1928 to 1931

Year	Water Coolers	Ice Cream Cabinets	Other Applications	Total
1928	13,192	46,586	137,952	197,730
1929	28,181	50,466	207,061	285,708
1930	32,314	46,833	144,188	223,335
1931	21,049	37,658	111,550	170,257
Total	94,736	181,543	600,751	877,030

Kelvinator Home Service Women Complete Week's Training at Main Plant

By Gertrude Stanton

DETROIT, Feb. 29.—The second of a series of home service training schools being held this winter by Kelvinator Corp. closed last week-end; nine women were included in the school.

Miss Marion Sawyer and Miss Gertrude P. Janssen, factory home economists, were instructors of theory and practice, respectively, in the course, which was held in Kelvin Kitchen.

Kelvinator construction, the theory of refrigeration, the manner of organizing a home service department, cooking with cold, formation of refrigeration recipes, are some of the subjects talked upon. The class does actual cooking in the Kelvin Kitchen, and takes examinations on the lecture.

The members of the class, three of whom are attached to the factory staff to travel over the country conducting

cooking schools and organizing home economics departments, are as follows: Reva M. Stewart, Detroit; Inez Fuller, Detroit; Alice Tucker Dudley, of the Emmons Hawkins Hardware Co., Huntington, W. Va.

Bess B. Stone, Graybar Electric Co., Cincinnati, Ohio; Madeline Dulso, Grand Rapids, Mich., attached to the factory staff; Irma L. Haldy, Detroit; Ethel M. Augur, Kenton, Ohio, attached to the factory staff; Catherine A. Blake, Detroit; Mrs. Anna Waldendorp, of Oakley & Oldfield, Kalamazoo, Mich., and Marie Suttles, attached to the factory.

The course covers a week, after which those assigned to distributors go to their respective cities, and the factory appointees have a week of supervised cooking school work in the smaller towns.

LEONARD
ELECTRIC REFRIGERATOR

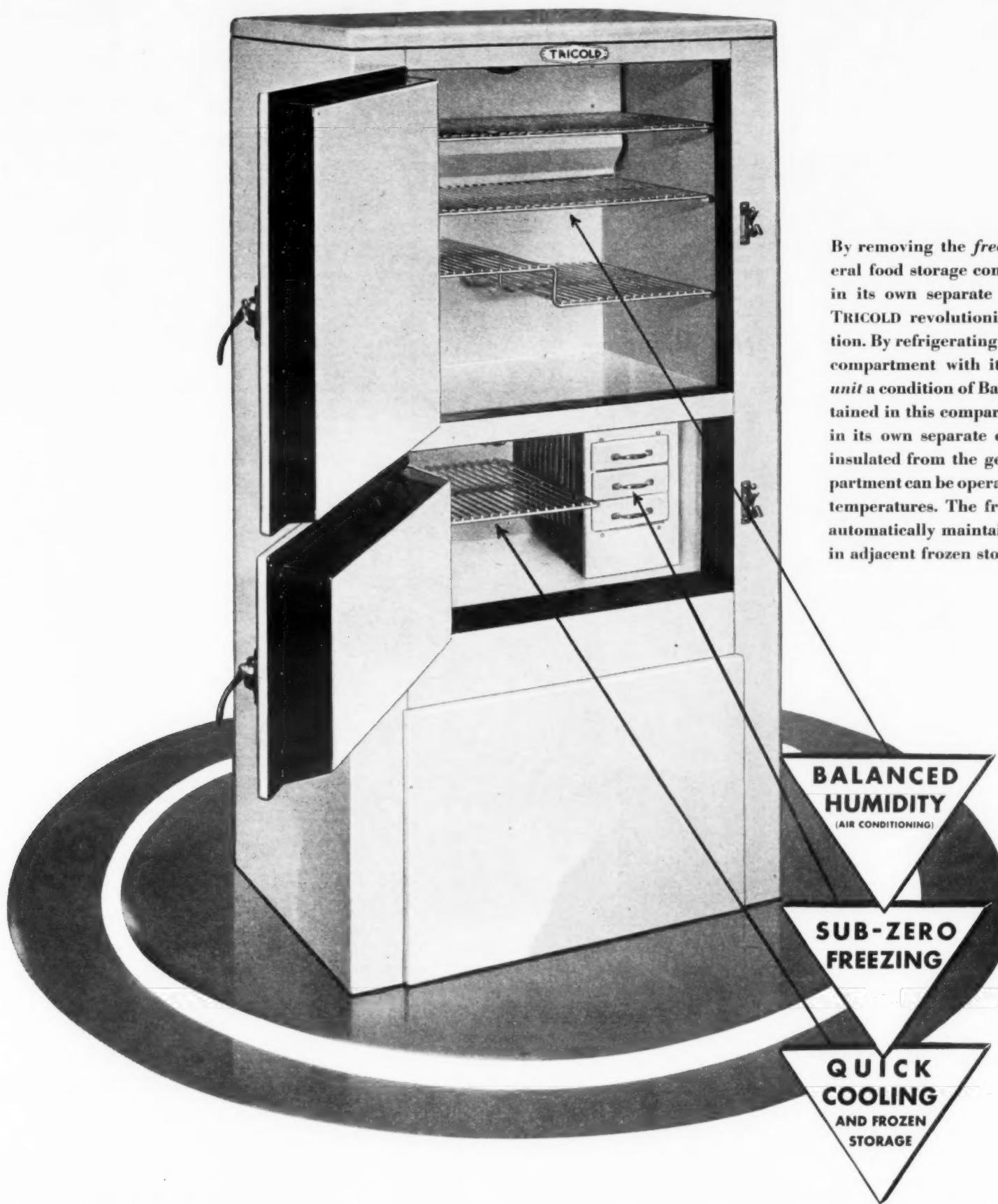
GREATEST CONVENIENCE FEATURE IN THE INDUSTRY

THE LEN-A-DOR



A TOUCH OF THE TOE AND THE DOOR SWINGS OPEN

LEONARD
ELECTRIC REFRIGERATOR



By removing the *freezing unit* from the general food storage compartment and placing it in its own separate insulated compartment, TRICOLD revolutionizes household refrigeration. By refrigerating the general food storage compartment with its own separate *cooling unit* a condition of *Balanced Humidity* is maintained in this compartment. The freezing unit in its own separate compartment completely insulated from the general food storage compartment can be operated constantly at sub zero temperatures. The freezing unit temperature automatically maintains a temperature of 10° in adjacent frozen storage compartment.

"TRICOLD"

*...the greatest Refrigerator proposition ever offered
distributors and dealers...*

YOUR success as a distributor in refrigeration depends upon your ability to line up a large number of good retail outlets. The more retail outlets that sell the lines you handle, the greater your profits will be. As long as you handle "just another refrigerator" you have nothing to offer the dealer that your competitors can't offer.

There is only one way you can sweep through all competition, and this is by going to dealers with a refrigerator that they will instantly recognize as the kind every prospect would buy in preference to any other. TRICOLD alone offers you the kind of line that will open doors that were formerly closed to you. Every dealer who sees the TRICOLD will recognize it as the first refrigerator that will crowd his show rooms—a refrigerator that is so different in principle and results that his only competition will be from other TRICOLD dealers.

TRICOLD will enable you to dominate the quality field where the biggest profits lie.

CHILLDARE companion line to TRICOLD will enable your dealers to offer their customers outstanding values in refrigerators of the standard type.

The TRICOLD—CHILLDARE dealer can expect to get a large percentage of all the refrigerator prospects into his store to see the sensational TRICOLD. This will give him his opportunity to sell both TRICOLD and CHILLDARE—TRICOLD to those people who are TRICOLD prospects—CHILLDARE to those who are CHILLDARE prospects.

If you have made up your mind to participate in the great refrigeration market for the year 1932, investigate TRICOLD and CHILLDARE—the most complete merchandising set up offered by anyone in the industry today.

LITTLE STORIES OF INTERESTING
PEOPLE
IN THE REFRIGERATION INDUSTRY

Ruthenburg, Ford and Cigarette Papers

An interesting recent visitor to our office was Louis Ruthenburg, president of Copeland Products, Inc., and chairman of the refrigeration division of the National Electrical Manufacturers Association.

Mr. Ruthenburg always has something to say which will start your brain cells working, and generally he can contribute an apt phrase or a colorful figure of speech to any conversation.

For a time he talked about tolerances—those infinitesimal limits within which machined parts must measure.

Tolerances on parts for refrigeration compressors are often stipulated in terms of thousandths of an inch, which will probably mean very little to you until you hear Mr. Ruthenburg declare that an ordinary cigarette paper is about a thousandth of an inch thick.

In other words, if you are told that a certain part is held to a tolerance of .003 of an inch, you will know that measurements of a carload of those parts will vary no more than the combined thickness of three cigarette papers.

Devices are available to measure hundred-thousandths of an inch.

Mr. Ruthenburg states that the new Copeland "Dreadnought" one-ton refrigerating machine is being held to tolerances and standards of accuracy corresponding almost precisely to those of the Rolls-Royce motor car.

Mr. Ruthenburg is considerably more concerned over coin-meter merchandising than he is over the advent of the hundred-dollar refrigerator.

Very emphatic is he in declaring that the 25-cents-a-day plan is not sound, that the percentage of reposessions of refrigerators sold under that plan is much too high, that employment of the idea is endangering to profits, that its presence is disturbing to the entire time-payment financing structure, and that its use is an admission of fundamental inability to sell refrigerators.

In other words, he doesn't like it.

Like everybody else in and around Detroit, Mr. Ruthenburg is quite interested in Henry Ford's plans for the year.

When Ford brought out his Model A, Mr. Ruthenburg avers, he took advantage of an unparalleled period of prosperity. In those fat days the nation could absorb the output of both Ford and Chevrolet in the \$500-\$600 price class.

Today, Mr. Ruthenburg thinks, Ford should return to the \$300-\$400 price class, which he abandoned when he stopped making Model T.

If he doesn't, some manufacturer is liable to drive in underneath him and preempt the price class in which Ford was once sovereign.

By taking advantage of present-day engineering advances, Mr. Ruthenburg points out, a \$300 light automobile could be built which would far surpass the old Model T Ford.

Incidentally, Mr. Ruthenburg mentioned that he and his wife had visited Cuba a few years ago, and that their observations of that land checked closely with those made in the Feb. 17 number of "The Expansion Valve."

A Stamp Tax

If our history is correct, it was the imposition of a stamp tax upon goods bought by American colonists that precipitated the Revolutionary War. Not that that has anything to do with the refrigeration stamp tax suggested by Jimmy Davin, but we just thought we'd mention it.

Jimmy, who has been sales promotion manager of the Grigsby-Grunow Co., advertising manager for the defunct Grunow Group, and eastern sales representative for Norge, sends us a couple of stamps used by the National Piano Manufacturers Association, and suggests that the idea might be applied by the refrigeration industry.

These stamps are placed on each piano at the factory, and the charge added to the price of the piano to the dealer. Revenue from the stamps is turned over to the Music Industries Chamber of Commerce, which uses the income for cooperative advertising.

Thus every piano dealer is made to pay a little bit toward cooperative advertising for pianos.

Mr. Davin thinks that stamps might be affixed to refrigerators in the same manner, and the proceeds given to the Electric Refrigeration Bureau of the

N.E.L.A., to help swell its cooperative advertising fund.

What's your notion?

All Aboard for Cuba

Just about the time the Valve had come to a rainy-day conclusion that his enthusiasm for Cuba had bested his judgment as to relative values and caused him to devote too much space to that tropical isle in a recent issue of the News, a number of readers came to bat for us and expressed the pleasure they had in reading the description.

Already we have mentioned that Mr.

portrayal of the Cuban situation as we know it.

Fred Wardell's Ideas On Direct Selling

Fred Wardell, president of the Eureka Vacuum Cleaner Co. of Detroit, has some pertinent remarks to make about "direct selling" in the February issue of the *Executives Service Bulletin*, published by the Policyholders Service Bureau of the Metropolitan Life Insurance Co.

Inasmuch as this bulletin may reach

Pipe the Princess



Miss Dorothy Knowlton played "Indian Princess" in the carnival staged by the Utah Power Co. Bill Critchlow, Jr., manager, directed the show.

Ruthenburg's memory of Cuba checks with the observations made by the Valve.

Among others were Servel's active S. R. Cooper of Evansville, Ind., who writes: "Your story from Cuba awakened pleasant memories of my trips to that wonderful isle."

Roy Baird, a reader from Tryon, N. C., writes: "I was just on the point of coming back Nawth, but your rhapsody about the isle of dreams makes me Southsick. John Brown happens to be here momentarily, and your impressions of the Cuban market so affected us that we're heading southward next week."

Kinds words from G. Vincent Butler of the Copper & Brass Research Association: "One of the swellest pieces of writing I ever read, or ever hope to read—your descriptions of Miami and Cuba. If I could write like that I'd never do anything else but. And it did make me homesick for the dazzling sun-kist stretches of sand at Passe-a-Grille."

Kenneth Connelly, G. E. distributor at Billings, Mont., writes: "Your reports of the Miami meeting and the Havana trip are certainly masterpieces, and were read by all the members of our organization with considerable enjoyment. I would like very much to have some extra copies of the three issues, including the report of the Miami meeting, the trip to Cuba, and your comments on New Orleans."

Most satisfactory of all is a letter from J. C. Mathews, general manager of the H. M. Robins Co. of Detroit, which handles Copeland's export business:

"For almost a year our president, Mr. Harry M. Robins, has talked about going to Havana to call on our Copeland distributor there."

Then Mr. Jose L. Villaamil, manager of the refrigeration department of our Cuban distributor, came to Detroit to attend the Copeland convention, which made it even more important that Mr. Robins should reciprocate his visit.

"The ultimate decision, however, was put off until he read the extremely interesting account of your visit in Havana which appeared in 'The Expansion Valve.'

"That decided it. Mr. Robins said: I'm going."

"He is leaving here on Monday, Feb. 29, and will drive through to Miami, where he will probably take the plane the same as you did and fly to Havana."

The writer spent some time in Havana about two years ago and had an opportunity of visiting some of the places which you mention. You are to be congratulated on such a faithful

she desires more—a new rug, or perhaps a fur coat. Always, her "want" list is longer than her purse.

"This being true, Mrs. Jones, subconsciously perhaps, but nevertheless certainly, groups her wants into:

"Group 1—Immediate purchases.

"Group 2—Eventual purchases.

"Group 3—Remote purchases.

"From a selling and advertising standpoint the manufacturer's problem is to keep his merchandise in Group 1.

"The manufacturer who sells direct to the consumer can do this by keeping his selling attack so flexible as to be able to vary it as occasion requires; to increase manpower and advertising where markets are good or competition exceptionally virile.

"When the dealer is interposed between the manufacturer and direct contact with the consumer, the selling plan and procedure must be changed if volume is to be maintained, for the following reasons:

"1. Very few dealers concentrate on one line.

"2. The dealer is interested in moving a variety of other articles, many of which are more profitable to him.

"3. The dealer is not a 'high pressure' salesman.

"In brief, the dealer will not or cannot put the same intensive selling effort back of a product as does the manufacturer.

"These are the reasons for the statement that the real selling job remains the responsibility of the manufacturer who has been selling direct and switches to a dealer plan.

"Success by either plan, however, hinges upon supervision. The sales problem is essentially one of being able to hire, train and keep the right type of men.

"In this year, when business is spotty, we have made several changes in our supervisory set-up that have helped our business.

"Most important of these was the appointment of nine regional or field sales managers, instead of two. Territories were reduced materially in size, thus making closer supervision and concentrated selling effort possible.

"Quotas were established using a weighted index that discounted unfavorable factors and based sales expectancy only upon the cream of the market.

"As our men had been trained almost entirely in direct selling, it became necessary to extend our training program to include instruction on important phases of dealer contact and merchandising.

"Finally—and this is vital—the manufacturer who expects to maintain volume on a specialty that, to all intents and purposes, has become a staple article must plan constantly to improve that product lest it become stale and uninteresting, both to the public and to his own organization.

"So much has been said and printed on this subject that it seems futile to reiterate so obvious a principle, yet it transcends in importance, in my opinion, any other phase of management touched upon in this article, for, in the final analysis, no method of distribution, no amount of clever advertising, no sales organization can retain public favor for an article of merchandise that no longer inspires enthusiasm on the part of the men selling it nor creates interest in the mind of the buyer."

Michael Faraday

Our historical sketch of Michael Faraday has prompted more than one subscriber to send us further information on the great English physicist.

One of the contributions will be kept with considerable pride. It is a photostat of Faraday's official report on the liquefaction of ammonia, in which experiment occurred the first artificial refrigeration on record.

The report is contained in the "Philosophical Transactions of the Royal Society of London for the Year MDCCCLXXXIII, Part I," printed in London by W. Nicol, successor to W. Bulmer and Co., Cleveland-Row, St. James's; and sold by G. and W. Nicol, Pall-Mall, printers to the Royal Society.

On page 189 of this report appears

Mr. Faraday's introduction to his reports on the condensation of several gases into liquids, one of which was ammonia. We quote from the "Transactions":

"XVII. On the condensation of several gases into liquids. My Mr. FARADAY, Chemical Assistant in the Royal Institution. Communicated by Sir HUMPHRY DAVY, Bart. Pres. R. S.

Read April 10, 1823

"I had the honour, a few weeks since, of submitting to the Royal Society a paper on the reduction of chlorine to the liquid state. An important note was added to the paper by the President, on the general application of the means used in this case to the reduction of

LITTLE STORIES OF INTERESTING IDEAS
IN THE REFRIGERATION INDUSTRY

other gaseous bodies to the liquid state; and in illustration of the process, the production of liquid muriatic acid was described. Sir HUMPHRY DAVY did me the honour to request I would continue the experiments, which I have done under his general direction, and the following are some of the results already obtained:

Seven pages later we run across the report of the experiment on liquid ammonia, which we quote:

"In searching after liquid ammonia, it became necessary, though difficult, to find some dry source of that substance; and I at last resorted to a compound of it, which I had occasion to notice some years since with chloride of silver. When dry chloride of silver is put into ammonia gas, as dry as it can be made, it absorbs a large quantity of it; 100 grains condensing above 130 cubic inches of the gas; but the compound thus formed is decomposed by a temperature of 100° F. or upwards. A portion of this compound was sealed up in a bent tube and heated in one leg, whilst the other was cooled by ice or water. The compound thus heated under pressure fused at a comparatively low temperature, and boiled up, giving off ammonia gas, which condensed at the opposite end into a liquid.

"Liquid ammonia thus obtained was colourless, transparent, and very fluid. Its refractive power surpassed that of any other of the fluids described, and that also of water itself. From the way in which it was obtained, it was evidently as free from water as ammonia in any state could be. When the chloride of silver is allowed to cool, the ammonia immediately returns to it, combining with it, and producing the original compound. During this action a curious combination of effects takes place: as the chloride absorbs the ammonia, heat is produced, the temperature rising up nearly to 100°; whilst a few inches off, at the opposite end of the tube, considerable cold is produced by the evaporation of the fluid. When the whole is retained at the temperature of 60°, the ammonia boils till it is dissipated and recombined. The pressure of the vapour of ammonia is equal to about 6.5 atmospheres at 50°. Its specific gravity was 0.76."

Faraday Anecdotes

Inasmuch as we confined our sketch of Faraday largely to his refrigeration experiments, the following contribution from *Bell Telephone News* for November, 1931, may be of interest in rounding out the story:

"One summer day in 1831, a man bent over a table in London. He was winding two coils of wire on opposite sides of a ring of soft iron, now and then inserting bits of string or pieces of calico for insulation. Presently, when this work was done, he connected one coil to a battery and the other to a galvanometer. Then he began making and breaking the circuit. Upon each 'make' and 'break,' the needle of the galvanometer was seen to jump to and fro, then come to rest.

"Men and women who are engaged in providing America's telephone service may well turn their eyes back toward this scene in the little London laboratory of a hundred years ago. For every signal lamp that flashes on a telephone switchboard, every telephone bell that rings, every induction coil that plays its vital part in making this far-flung service of communication what it is today—all these and many other pieces of equipment or electrical operations which are of the very essence of telephone service trace their beginnings to this simple experiment.

"The man was Michael Faraday. Out of what he observed as he watched the deflections of his galvanometer needle came his discovery of electro-magnetic induction, the invention of the dynamo and, in a very true sense, the birth of modern electrical engineering.

"So notable was the discovery of magneto-electricity that Tyndall, himself a leader in the field of what was then known as natural philosophy, pronounced it 'the greatest experimental result ever obtained by an investigator.'

"For years Sir Humphry Davy had stood at the forefront of English men of science. One day an enthusiastic admirer asked him: 'What was the greatest discovery you ever made, Sir Humphry?'

"'Michael Faraday,' was Davy's laconic and astonishing answer.

"Faraday himself was not incapable of making replies equally surprising. It is related that a prominent English politician, after witnessing a demonstration of Faraday's apparatus, asked the scientist, somewhat too bluntly and perhaps with a sneer: 'But what good is it?'

"'Some day,' smiled Faraday, 'you will be able to tax it!'

Personal

F. G. Coggins of the Detroit Lubricator Co.: Can I pick blondes, or can't I?

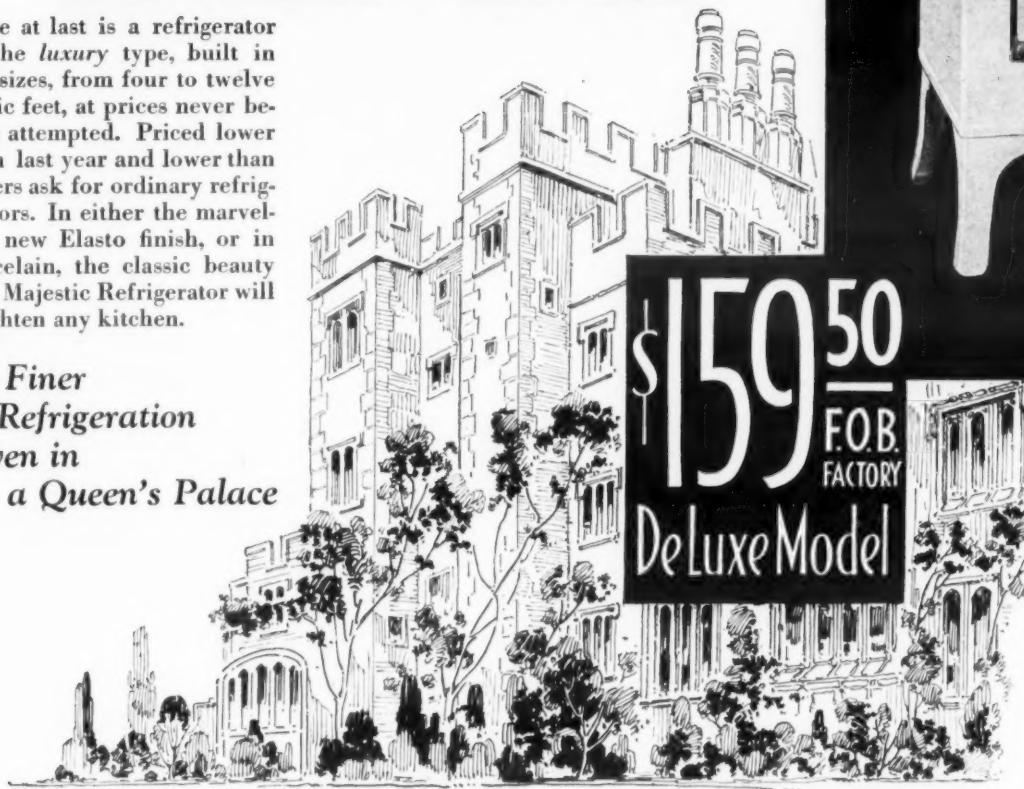
ONCE MORE—Majestic Wins!

Again Majestic is victorious! Again the Majestic organization—with modern facilities as tremendous as those that astounded the radio world four years ago—has performed a miracle of manufacturing. Now the same outstanding values that won immediate leadership for Majestic Radio are paralleled in Majestic Refrigerator. Once more Majestic values are setting the pace for an entire industry.

Now DeLuxe Refrigerators at DRASTICALLY LOWER PRICES

Here at last is a refrigerator of the *luxury* type, built in six sizes, from four to twelve cubic feet, at prices never before attempted. Priced lower than last year and lower than others ask for ordinary refrigerators. In either the marvelous new Elasto finish, or in porcelain, the classic beauty of a Majestic Refrigerator will brighten any kitchen.

No Finer
Refrigeration
Even in
a Queen's Palace



Model 245
Shelf area—
9½ square feet



Model 255
Shelf area—
10½ square feet

Majestic REFRIGERATOR

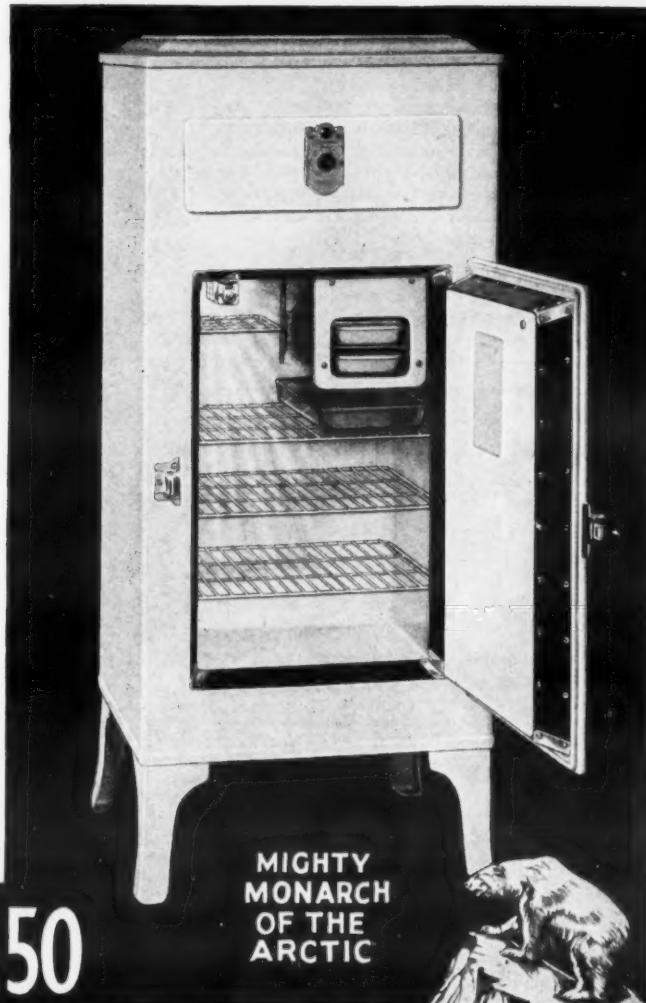
Everything significant of sales success, suggested by this page appearing in the Saturday Evening Post for March 12th, is more than borne out in Majestic's already tremendous vogue with the refrigerator-buying public . . . a vogue logically accounted for by vigorous Majestic advertising and virile Majestic quality!

Making *quality* refrigeration available at a low price, through volume production, is the secret behind the profit pos-

sibilities of Majestic Refrigerator for the wide-awake dealer!

With six deluxe-type models, in sizes ranging from 4 to 12 cubic feet, Majestic is more than ever in unrivaled position to give your business new impetus during 1932.

Boom-time opportunities await the merchant who can qualify for Majestic representation in his territory!



The tremendous buying power of the refrigerator and radio divisions of the Majestic organization, combined with Majestic engineering skill, gives you a de luxe refrigerator unsurpassed anywhere—the Mighty Monarch of the Arctic—at an amazingly low price.

Tens of thousands of satisfied owners are attesting the perfection of Majestic Refrigerators. They are delighted with the low upkeep cost—freedom from trouble—the precision temperature control. Most important of all—they are acclaiming the fact that now they are compelled to pay no price penalty. For here is a Mighty Monarch of the Arctic—backed by a three-year factory guarantee—that *any* household can afford to own!

Visit a Majestic display room at your first opportunity. Examine the Majestic Refrigerator. Note its outstanding beauty and exclusive cabinet design...its exterior finish of satin-like white Elasto...its porcelain-on-steel interior...its many other great features. Don't buy until you see the new Majestic—1932's outstanding refrigerator value.

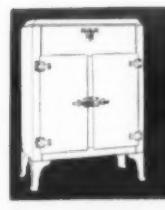
GRIGSBY-GRUNOW COMPANY, CHICAGO,
and affiliates, with factories at Chicago, Toronto, London,
Bridgeport, Oakland, and Sao Paulo, Brazil
Manufacturers also of MAJESTIC RADIOS



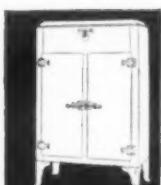
Model 706
Shelf area—
12½ square feet



Model 275
Shelf area—
12½ square feet



Model 710
Shelf area—
18½ square feet



Model 712
Shelf area—
23½ square feet

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published Every Week by

BUSINESS NEWS PUBLISHING CO.

Also publishers of REFRIGERATED FOOD NEWS (monthly)

and the REFRIGERATION DIRECTORY (annual)

550 Maccabees Building, Woodward Ave. and Putnam St. Detroit, Michigan. Telephones: Columbia 4242-4243-4244

U. S. and Possessions and countries in Pan-American

Postal Union: \$3.00 per year; 2 years for \$5.00

Canada: \$6.00 per year (U. S. Money)

All Other Countries: \$4.00 per year; 2 years for \$7.00

Advertising Rates on Request

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Member, Audit Bureau of Circulations

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VOL. 6, NO. 26, SERIAL NO. 154, MARCH 2, 1932

Editorial Aims of the News

- To encourage the development of the art.
- To promote ethical practices in the business.
- To foster friendly relations throughout the industry.
- To provide a clearing house for new methods and ideas.
- To broadcast the technical, commercial and personal news of the field.

Moses or Weather Man?

IN THE early days of this publication letters used to come in occasionally exhorting the editor to take his pen in hand and slay some frightful monster which was about to devour the electric refrigeration industry. Trade paper editors, it would seem from reading these letters, have built up quite a reputation for their ability to annihilate all sorts of industry evils with a few well-chosen words. The childlike faith of some of their readers is truly touching.

If our memory serves us rightly, most of the early readers insisted that we could not fulfill our mission or earn the plaudits of the industry until we demonstrated our prowess by slaying the Frigidaire Corp., which was getting too much business. No doubt a few editorial blasts would have done the trick but, not being killers at heart, we decided to let Frigidaire live.

The Magic Wand

A couple of years ago the demand for editorial action pointed in the direction of profits. No one in the electric refrigeration industry, including manufacturers, distributors, and dealers, seemed to be making any money. Readers insisted it was up to the editor to do something about it. Of course, a few waves of the editorial wand would have rectified this situation very easily. Unfortunately, we did not wave the wand quickly enough, and the first thing we knew the depression was on and nobody was making any money except electric refrigeration manufacturers, distributors, and dealers.

No Work for a Savior

During the past two years the electric refrigeration industry has been doing so well in comparison with other kinds of business that there has been little demand for a savior. We, in turn, have been so busy reporting the activities of the people in the industry, and those trying to get in, that we have not had much time to brood over the future.

We were somewhat startled, therefore, to receive a letter the other day bewailing the sad plight of electric refrigeration and nominating ELECTRIC REFRIGERATION NEWS to be the Moses to lead the industry out of the wilderness.

A Request for a Moses

The letter says:

"To speak plainly, if we could look to leadership of this kind from ELECTRIC REFRIGERATION NEWS, we believe that you would be serving the industry as a trade paper seldom has the opportunity of doing. From what we can see the soundest and finest of present-day industries is fast heading for the rocks on which radio piled up."

Today's Dragon

The particular dragon which this subscriber wants us to slay is the hundred-dollar refrigerator. Somehow we can't seem to get much perturbed over the advent of so cheap a box. If any manufacturer is genius enough to make an electric refrigerator to retail for one hundred dollars which will satisfy the public, and at the same time make money and help his distributors, dealers, and salesmen make money, we should feel more like taking our hats off to him than bawling him out editorially.

If his hundred-dollar refrigerator doesn't satisfy the public, and if he and his distributing organization don't make money, he will simply have to cease operations.

No Cause for Alarm

If anybody wants our opinion, we do not think for a minute that electric refrigeration is "fast heading for the rocks." If we thought so, we would not keep on investing more money in our own publication business, which is an integral part of the industry. If this industry goes on the rocks, we will go with it, but we shall do so by being on the job reporting the event and not because we led it there.

We have no objections to leadership as such, but the suggestion that a trade paper editor can solve all of the problems of an industry seems almost as childish as trust in fortune-tellers.

We have much more faith in our talents for finding out what's going on and reporting it accurately than in our ability to tell members of the industry how to run their business. And somehow we cannot help but feel we are giving the industry a far greater service by the speedy dissemination of information than we ever could by attempting to give it advice.

In Capable Hands

Having a pretty good mental picture of such men as T. K. Quinn, E. G. Beichler, George W. Mason, Louis Ruthenburg, P. B. Zimmerman, Col. F. E. Smith, Maj. Howard E. Blood, H. J. Hunt, B. J. Grigsby, G. M. Johnston, R. T. Frazier, and others of similar caliber who are directing the manufacturing operations in the electric refrigeration industry, we do not feel called upon to take them by the hand and "lead" them in the way they should go.

We have had enough experience with these gentlemen to be convinced that they are amply able to take care of themselves. When they get together, as they do occasionally, it is a genuine pleasure to have a ringside seat and watch the fracas. Anyone who craves the job of refereeing a battle royal with that aggregation of heavyweights is welcome to it. We'll peddle our papers.

Sound Business Methods

If a trade paper can exert an influence on an industry in the direction of sound business methods by setting an example of sound business practice, then ELECTRIC REFRIGERATION NEWS is perfectly willing to accept such an obligation. In that respect, we are willing to submit our record in comparison with any other trade paper in the country.

If shoddy merchandise, misrepresentation, exaggerated claims, price-cutting, secret rebates, poor credit risks, long-time payments, blue-sky financing, etc., are evils, no one can say that they got the idea from the way we conduct our business. Our products (advertising and subscriptions) have the price tag plainly marked on them. Rates and terms are the same to all customers. We insist on full payment for all service rendered and fulfill our own agreements likewise.

Pray for Weather

The refrigeration sky has been much darker than it is now. Industry executives who have refused to be stampeded in times past will not be fooled into losing their grip now. The record of the refrigeration business during two years of depression, and the records of its quality manufacturers through many years, give little cause for foreboding.

If the weather man will just give us a blistering hot summer (now that a natural ice shortage is certain), everything will be lovely in 1932. As a matter of fact, a good weather man could be of much more use to the refrigeration industry than another Moses.

How To Sell Refrigerators

As Told By Jack Huff, Department Store Manager

By Wilfrid Redmond

DENVER—A new page was written in Denver electric refrigerator sales history six months ago when the American Furniture Co., which claims to be the fifth largest furniture store in the country, abolished outside selling in the refrigeration department.

The step was taken courageously—at the threshold of the peak selling season—at a time when the rest of the field was mobilizing canvassing crews. The season passed. The department took stock of the first phase of the experiment. And there it was, in figures that fairly leaped from the page—SIX refrigerators for every TWO sold in the same period a year ago. And not a sale made outside of the store!

Curiously, the man responsible for the move which abolished outside selling at the American Furniture Co. is one who likes nothing better than parking his car in a strange neighborhood in the early morning to go off pounding pavements and ringing doorbells all day. His name is Jack Huff.

What Precipitated the Step

"Although we have been out of outside selling for six months," says Mr. Huff, "features of it still dog us to interfere with our new customer relations policy.

"As outside salesmen none of us are ever lily white. We make promises which sometimes conscientiously we hope to keep but trust that we won't have to fulfill.

"And pick your crews as you will and warn them as you may, extravagant guarantees of service will be made which turn up later to cause embarrassment.

Eliminate Misrepresentation

"For instance, the other day a woman asked us to move her refrigerator for her. Two years ago a salesman had made the ridiculous claim that the company performed this service for the customer on moving day. It may well have been the point that turned the sale.

"It is impossible with the high turnover in outside sales crews to keep out misrepresentation. The salesmen are of the transient type. The good or the future of the store concerns them but slightly, if at all.

"The extravagant promises which they made for us and which we were being constantly called upon to make good or lose friends for the store was one phase of outside selling that influenced us to change our method.

Salary-Commission Basis

"The commission salesman of the outside selling crew had to sell to live. Outside of the store, where we were unable to check his conduct, he often offended those he didn't sell.

"A new type of salesman represents the store now. He receives a salary which gives him a good living and a commission for extra sales. He shows equal courtesy to all, and we are here to check his omissions.

"Although for some time we had felt confident we could get along without outside selling, we awaited the result of our new experiment with interest.

"Of course, we took the money it cost us to maintain a sales crew and put it into newspaper advertising—educational

advertising that informed the public what makes and types of refrigeration we carried.

"We emphasized the fact that we carried four lines and that all the customer had to do was to come to the store in this new era of the electric refrigerator and make his selection just as he would if he were buying a living room suite or a kitchen range.

"The lines we selected to go with our new policy had a price range that appealed to every purse. We offered the most expensive machine, and another for less than \$100.

Public Reaction

"Public reaction to our new plan immediately identified itself. We sold refrigerators to people who had been solicited at the door for the same machine three days before.

"'Why didn't you buy then?' we asked, out of curiosity.

"'Because we wanted an opportunity for comparison,' came the answer. 'We wanted to make our own choice of the time of selecting a refrigerator. We saw no need of interrupting our luncheon to buy a machine when, at our leisure that afternoon, we could step into a store and do our buying.'

The Prospect Comes to the Store

"We estimate that we get our heaviest business now from the customer whose sales resistance has been so stimulated by solicitation at the door that he deliberately chooses to buy at the store."

"There is no follow-up from the floor. The construction placed on the word 'lead' is a very literal one. If the customer says she will return with her husband to look at refrigerators on a specified day and fails to do so the sales manager calls her on the telephone with an approach something like this:

"We thought possibly, Mrs. Barry, your husband might have been ill or otherwise unable to accompany you to the store, so I called up to tell you that any time you find it convenient we shall be glad to show you through the department. If you both are unable to visit the store during business hours we will arrange to have someone here any evening you care to come down."

This is the only type of follow-up used.

Furniture Salesmen Cooperate

Furniture salesmen throughout the store are paid a bonus for every customer they bring to the electric refrigerator department. Mr. Huff has some 15 salesmen in the other departments who regularly earn these bonuses.

As an electric refrigerator is, at the American Furniture Co., a unit of kitchen furniture, the department is given its proper setting as a section of the kitchen furniture floor. It is a basement department.

Direct mail campaigns are conducted in preparation for the heavy selling seasons. The mailing lists used are for the most part those taken from customer files that contain the names of those prospects who have at some time or other been approached but were not in the market at the time.

Among these, newly married couples have a heavy representation. The store writes a letter, telephones, or personally solicits every pair of newlyweds as soon as the license is published.

On Our Bookshelves

"PRINCIPLES OF SELLING"

Author: H. K. Nixon. Publisher: McGraw-Hill Book Co., Inc., 370 Seventh Ave., New York City. Number of pages: 330. Price: \$2.50. Date of publication: 1931.

NEW YORK CITY—Nine elements of salesmanship are treated exhaustively in a book, "Principles of Selling" by H. K. Nixon, assistant professor in the School of Business, Columbia University, and recently published by the McGraw-Hill Book Co., Inc. One chapter is devoted to each element.

Prof. Nixon, in his preface, says that he "avoids 'high-pressure methods' and other forms of unsound selling" in the book. The author has had experience as a salesman, as a counsellor on sales problems, as a sales manager, and as a teacher.

The first of the nine principles or divisions in the book is concerned with adequate preparation—what it accomplishes, what it involves, prospecting methods, organization of the salesman's time. This is followed by means of building acceptance.

In this chapter will be found discussions of conflicting interests of buyer and seller; selling that arouses resistance; selling that wins acceptance; clash of personalities; mannerisms that arouse resistance.

Types of buying attitudes and how to arouse these comprise the subject of another chapter. Prof. Nixon discusses psychological patterns which result in

"wants," and methods appealing to these wants.

Fear of facing the customer, a sort of "stage fright," is a handicap in forming the "selling attitude," which is the fourth principle of salesmanship, according to Prof. Nixon. Other handicaps are self-consciousness, the "too proud to sell" attitude, indifference, self-limitation.

The fifth principle necessary to good salesmanship is the need for a creative imagination and the dramatization of the product. Such methods as hammering on the porcelain exterior of a refrigerator cabinet, sprinkling dust on a rug and then taking it up with the vacuum cleaner, come under this heading.

Favorable classification of the sale, the interview in general, and the salesman himself, from the very beginning of the customer's contact with the proposition are important, the author continues. A chapter discusses how to encourage a favorable attitude on the part of the prospect.

Other chapters discuss methods of convincing the customer by using or overcoming his own background of beliefs, by removing sales obstacles, and by inducing decision or action on the part of the customer.

"If General Electric's advertising can stop 23% to 112% more persons in Liberty, I want to give it that advantage,"

Says W. J. DAILY, Sales Promotion Manager
Refrigerator Division

...Continues Mr. Daily: "I always knew an important part of our selling job had to be with the *men* of the family. But when the investigators of Dr. Gallup of Northwestern University—calling on 15,000 homes all over the country—found by actual *count* that men were as interested in electrical refrigerator advertising as women....

"When Dr. Gallup found that 15% to 85% *more men* paid attention to the average advertising page in Liberty than in other magazines checked....

"And 33% to 154% *more women* paid attention in Liberty....

"Then I felt that General Electric refrigerator advertising should have this advantage without delay.

"On March 3rd, the first General Electric refrigerator advertisement in Liberty for 1932 will appear. It will be followed by nine pages and a back cover in full color.

"Liberty's tremendous circulation—with the added advantage of the extra intense reading it gets—should be one of the most powerful forces ever thrown behind General Electric refrigerator sales."

★ ★ ★ ★ ★

Everybody always knew that Liberty was read with unusual interest.

The fact that Liberty, of all major weeklies, had never had to spend money on subscription effort, proved that. More men and women stop and ask for Liberty, week after week, 52 times a year, than any other magazine published. That's *reader interest!*

Now comes new information showing what that reader interest means to advertisers.

Last July and August, Dr. George Gallup, Professor of Journalism and Advertising at Northwestern University, took his investigators around to 15,000 homes.

For 6 weeks they rang doorbells to find readers of current issues of the 4 big weeklies. Wherever they found these readers they took them through their magazines, page by page, checking every editorial and advertising item that had been seen or read.

6 cities were visited. 6 consecutive issues were checked. The results—largely the same in each

city and for each issue—showed that the average editorial feature in Liberty was read by:

17% more persons than in Weekly A
6% more persons than in Weekly B
41% more persons than in Weekly C

And the average advertising page in Liberty was found to have stopped:

48% more persons than in Weekly A
23% more persons than in Weekly B
112% more persons than in Weekly C

Note how the editorial and advertising interest parallel!

But the margin of advertising interest in Liberty was even greater than the margin of editorial interest. That's because every advertisement in Liberty is next to a *complete* editorial story—not buried in the back of the magazine next to some obscure editorial runover!

Thus, advertisements in Liberty get the benefit of 23% to 112% *more total coverage*....

15% to 85% *more coverage from men*...
33% to 154% *more coverage from women*.

March 12, 1932

THE MODERN REFRIGERATOR IS ELECTRICAL

...and G-E pledges
a long life of care-free service

YEARS FROM NOW YOU'LL
SEE THE END OF YOUR
REFRIGERATION CARES FROM
the day your General Electric is installed. Have the
enjoyment of General Electric convenience now.
Each month's delay means dollars wasted. Your G-E
will actually pay its own way into your home. It can
save from 20% to 30% of your monthly food bills.
Quiet, dependable, year after year the General
Electric will perform its important duty of keeping
food fresh and expenses down. It requires no
attention—not even oiling. Dust, moisture or
tampering fingers cannot harm the General Electric.

Join the G-E Circle. A special program for women every day at noon (except Saturday). On Sunday at
3:30 P. M. a program for the whole family. (Eastern Standard Time). N. B. G. radio is now network.

GENERAL ELECTRIC
ALL-STEEL REFRIGERATOR

DOMESTIC • APARTMENT HOUSE AND COMMERCIAL REFRIGERATORS • ELECTRIC WATER COOLERS

This is the first of 10 General Electric Refrigerator
pages to appear in Liberty in 1932

Quick perception of this advantage by General Electric has been followed by similar recognition of Liberty from other new advertisers including:

BRISTOL-MYERS CO., Ingram's Milkweed Cream
CALIFORNIA PACKING CORP., Del Monte Food Products
FRED G. CLARK CO., Hyvis Motor Oil
COLGATE-PALMOLIVE-PEET CO., Colgate Shaving Cream
DURUM PRODUCTS CORP., Hit-of-the-Week Records
GENERAL ELECTRIC CO., Hotpoint Electric Range
GENERAL ELECTRIC CO., Hotpoint Table Appliances
GENERAL ELECTRIC CO., Refrigerator
GENERAL FOODS CORP., Maxwell House Coffee
GENERAL FOODS CORP., Post's Bran Flakes
GENERAL FOODS CORP., Postum
H. J. HEINZ CO., Spaghetti
JOHNSON & JOHNSON, Modess
KROEHLER MFG CO., Furniture
LAVORIS CHEMICAL CO.
LEHN & FINK, Hind's Greaseless Texture Cream
LEHN & FINK, Lysol
MAYBELLINE CO.
MORTON SALT CO.
PHOENIX MUTUAL LIFE INSURANCE CO.
ROYAL TYPEWRITER CO.
SPOOL COTTON CO.
U. S. TOBACCO CO., Dill's Best Tobacco
VICK CHEMICAL CO., Vick's Vapo-Rub

Dealers and advertisers who are interested in these new facts on *reader interest* in the weekly field are invited to write for a copy of the original Gallup Report. It will be sent without obligation. Merely address Liberty, 420 Lexington Avenue, New York City, N. Y.

Liberty... America's BEST READ Weekly

BUREAU BROADCASTS OVER NBC NETWORK

NEW YORK CITY, Mar. 1.—The Electric Refrigeration Bureau message will be broadcast over the NBC Blue network, Mar. 12, through the courtesy of the *America—At Work* organization, according to announcement just received.

The *America—At Work* group, which sponsors a half-hour program on some phase of American industry each Saturday afternoon, has chosen the bureau to represent the electrical industry as a whole, the announcement stated.

Talks Music

The program, which will consist of talks by men prominent in the industry, and musical entertainment, is now being arranged. A list of the speakers and their subjects, together with type proofs of newspaper advertisements, will be sent to local bureaus shortly.

The program goes on the air at 5:15 o'clock, Eastern Standard Time, and will come over the following stations: WJZ, New York; WBAL, Baltimore; WBZ, Springfield; WGAR, Cleveland; WJAX, Jacksonville, Fla.; WOC, Davenport, Iowa; WMAC, Chicago; WLW, Cincinnati; KDKA, Pittsburgh; KWK, St. Louis; WREN, Kansas City.

Many Stations

KOIL, Council Bluffs, Iowa; KSTP, St. Paul; WEBC, Superior, Minn.; WPTS, Raleigh, N. C.; WIS, Columbia, S. C.; WWMC, Asheville, Ky.; KGA, Spokane; WFLA, Tampa; WHAS, Louisville; WSM, Nashville; WMC Memphis; WSB, Atlanta; WAPI, Birmingham; WSMV, New Orleans; KVOO, Tulsa.

KPRC, Houston; WOAI, San Antonio; WKY, Oklahoma City; KOA, Denver; KGIR, Butte; KGHL, Billings; KFSD, San Diego; KTAR, Phoenix; KPO, San Francisco; KEX, Portland; and KJR, Seattle.

Distributor



W. L. KIRKPATRICK
Senior partner of Kirkpatrick, Foote and Auerback, distributor of Buckeye refrigerators for California, Nevada, Arizona, Hawaii.

INDIANAPOLIS FIRM NAMED KELVINATOR DISTRIBUTOR

INDIANAPOLIS—The Pearson Piano Co. has been made distributor for Kelvinator electric refrigerators, covering Marion, Hancock, Fayette, Rush, Shelby, Johnson, and Morgan counties.

A newly remodelled display room will be occupied by the Kelvinator line. Benjamin V. Hinshaw has been made manager of the refrigeration department.

How To Sell Refrigerators

As Practiced By H. B. Carson, Philadelphia Salesman

PHILADELPHIA—What is the best will best fulfill his desires. When the method of approach for the salesman representing a dealer merchandising several makes of electric refrigerators in domestic models?

H. B. Carson, outstanding salesman for the Universal Radio Corp., refrigeration division store in the 69th St. Terminal area, Upper Darby, has his own ideas on the subject. The store handles the Majestic, Mayflower, Leonard, Norge, Copeland and Kelvinator. Prior to his association with it, Mr. Carson learned the business with the General Electric Co., Cleveland, and before that was a salesman for automatic oil heaters.

"Selling several makes of refrigerators, where the boxes are all standard and the general public is familiar with their names," said Mr. Carson, "appeals to me as easier than selling merely one line. If the prospect has not already made up his mind on just what type of cabinet he wants, there is more of a chance in securing his order when the salesman can offer him a diversity of makes than when he has to hammer away on one make."

Asks for Preference

"Whether the prospect is a 'stop-in,' or whether I am calling upon him for the first time, I always ask at the start of the interview if he has any preference in mind, putting the question in some such form as 'are you considering any particular make of electric refrigerator?'

"The reply will indicate what tack I should take and I begin at once to 'feel out' just what the prospect seems to want, if he hasn't decided before. As soon as I have learned this, I concentrate on the make of refrigerator that

boxes carried are all standard, the salesman has a background from which to work.

"I do not try to sell the prospect the largest box unless it is suitable to his needs. First, I learn from him how many members there are in the family before I push any particular size of cabinet. I also find out the available space he has for a refrigerator.

To Avoid Come-backs

"If the customer buys a refrigerator that is too large, it either comes back and all the resistance of a resale has to be undergone by the salesman, or, if the family keeps it, the salesman has a dissatisfied customer. Now, as the largest percentage of our prospects comes from satisfied users, you see how desirable it is to avoid a 'come-back.' I would rather make the effort of making three new sales than to have to resell once to a customer."

The Question of Door Handles

"In line with the idea of convenience, I also make a practice of asking early in the interview if a right-hand, or left-hand door handle is wanted.

"About 90 out of 100 persons in buying an electric refrigerator have foremost in their mind how much it is going to cost them to purchase and operate; what company is behind it; what is the guarantee and just what the refrigerator will do for them. It is wise, then, to satisfy them fully on these points as early as possible.

"An electric refrigerator is one of the few pieces of merchandise that actually is an investment for the purchaser and not merely an expenditure, so it lends itself particularly well to a strong talking point.

Stop-in Prospects

"The salesman should always greet a stop-in prospect with a smile. That's a little thing and has been said many times, but it counts. A woman stop-in is likely to lay great stress on the appearance of the front of the box, and I always call her attention to that.

"As soon as she has opened the door, she looks at the shelves and perhaps tries them, and notes what they will hold. She next considers the facilities for ice cubes and notices the various convenient little gadgets of the interior. I try to analyze the box from the outside for her and explain anything she wishes to know about the interior.

Avoids Technical Details

"But I carefully avoid entering into technical mechanical details unless they are asked for. The average woman knows little about them and cares little. To distract her attention by talking mechanics is unwise. I also do not say much about service, unless I am asked. To 'drum up' service is to introduce into the prospect's mind the idea that the refrigerator will need a lot of it.

"As soon as the prospect begins to ask questions, the experienced salesman will know from their drift whether she is familiar with electric refrigeration or not. While I have not made a study of refrigerated foods, I believe it would be helpful to a salesman, as he could then answer any questions along this line.

"As to classifying persons interviewed into types. There are two types that are especially hard to cope with. One is the so-called 'set' type who is not receptive to new ideas. The other is the extreme type, who will too easily buy anything. The latter is more of a 'heart-ache' than the ultra-conservative person.

Buy Too Easily

"The man or woman under this classification is prepared to buy, whether he or she can afford it or not. This prospect already has bought so many things and so loaded up the budget with the cost, perhaps, of a radio set, a washing machine, vacuum cleaner, and so on, that soon after the electric refrigerator is ordered, it comes back. So I am careful not to oversell anyone, as it is apt to mean grief in the end.

The Survey Manner

"When out 'pushing doorbells,' I have a piece of paper and a pencil with me. When the householder comes to the door—and it is usually a woman—I do not start with a sales talk. I may say I am making a survey in the neighborhood and ask whether the family uses ice, or electric refrigeration. I poised pencil against paper as though taking down her answers. If she says they use ice, I may then inquire if she has ever considered electric refrigeration, try to get her to talk and then work from that point.

Refrigeration Boosters

"If she says she already has an electric refrigerator, I ask what make and if it is not one my house is handling. I remark that it is a 'very good refrigerator,' or like. Under no circumstances do I knock the product of a competitor, realizing that no matter what make of electric refrigerator she has, she is probably a booster for elec-

tric refrigeration and that every booster helps the business as a whole.

"If she has considered electric refrigeration, I know I can go ahead. If she says she has not considered it, I tell her she is actually paying the cost of electric refrigeration anyway, and enlarge on this point. If she does not care to consider electric refrigeration, or if she has a satisfactory electric refrigerator of a make I am not selling, I ask her what kind of refrigeration her next-door neighbors are using and in this way I am apt to get prospects.

Measures Kitchen

"I like best of all," said Mr. Carson, "to get into the family's kitchen on my call. Here I can take out my tape measure when I have talked with the husband or wife and learned the kind of box they want and the space they have, number of members in the family and so on.

"I can then say, using a bit of psychology, 'You can put the refrigerator right here, where it will fit in nicely. Will you have it here?' The reply will indicate whether they are sold, or nearly so, and I can proceed. In the home and especially in the kitchen, the salesman can get his story across properly. If he botches it, he will have to work a great deal harder in the end to effect his sale.

Too Many Prospects

"A salesman can have too many prospects, so that as a group they become unwieldy. The man who confines himself to between 50 and 75 real live prospects—and I don't mean 'suspects'—has all he can do to handle them efficiently. He should be able to close with a prospect within 30 days to six weeks, at the outside. He should certainly be able to learn the status of the prospect in from three to five calls. To see the prospect too often is to have a case of mere poll-parroting on both sides.

Classifying the Prospect

"After a few calls, a salesman should be able to know whether his prospect is merely stalling him, just doesn't like to say 'no,' or is dickering with another salesman. I do not believe in telephone calls as a way to go after prospects, as it is too easy for him to say 'no' over the wire.

"I average about a dozen calls, or a little less, a day. I make from one to three call-backs almost every Sunday and try to make one or two calls every night. On first calls I always leave a factory folder, or other piece of literature. I like to plan my work for the following day when I am home at night, as it saves time at the store in the morning.

Evening Calls

"When a salesman can find the husband and wife together in the home in the evening on a call-back, it saves trouble, for then, when they are face to face, they cannot hedge. The middle-class home is the most fruitful for sales.

"Ordinarily, it is not wise to call at a home after 8:30 in the evening. If the family had planned to go out, they are gone by that time, and if they are home, their minds are not apt to be on what the salesman is telling them."

Visiting the User

Mr. Carson contends that when a salesman has an installation, he should not wait two or three days before getting on the job at the customer's house again. He should not only be at the house the day the installation is made, Mr. Carson holds, but he should call back the next week, as soon as possible, in case some small adjustment may be necessary, so the purchaser may be fully satisfied.

The first month is the best harvest time for the salesman, says Mr. Carson, for then, when the family feels as pleased and proud over its new refrigerator "as a kid with a new toy," they will be likely to recommend other prospects.

Personal File

Mr. Carson keeps his own personal prospect file at home and has another in the regular file at the store. Both are much alike, except that in his private file the data is more extensive and intimate. The eight steps the prospect is put through are as follows:

(1) Contact: search your territory for prospects and contact every possible buyer you locate.

(2) Sales presentation: give the prospect a thorough selling on refrigeration.

(3) Register prospect: get the prospect's name in the file and see that the direct mail follow-up is put to work.

Portfolio Demonstration

(4) Portfolio demonstration: take the demonstration portfolio to the prospect's home for another thorough selling on refrigeration.

(5) Instrument demonstration: arrange a demonstration in prospect's home, or another store demonstration.

(6) The close: your big objective—stick with the prospect to the end.

(7) The acknowledgment: be sure the personal letter, thanking customer, is sent.

(8) The call back: call on the prospect after delivery to show your interest and get more prospects.

UN SOLD REFRIGERATOR MARKET

17% SOLD

SELL the SPARTON Lifetime Refrigerator

There's a big field of PROFIT waiting for you!

• 1931 was a good year for electric refrigerator dealers. 1932 should be better. There is a big market almost untouched. Only 17% of this market has been sold.

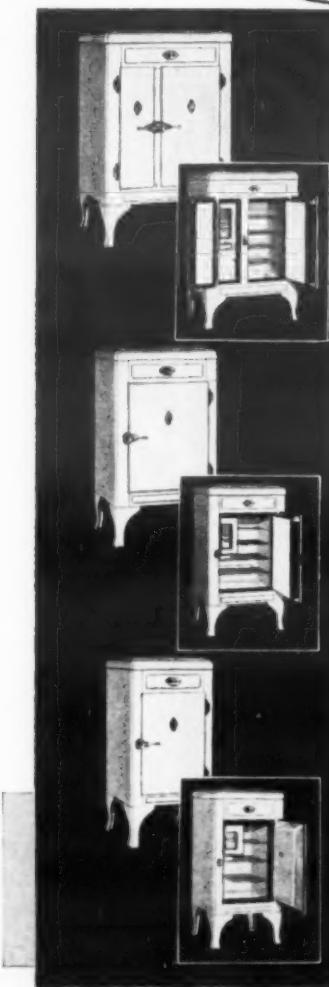
To cash in on 1932 refrigerator sales and profits, you must start now. Every family wants an electrical refrigerator. Statistics show that families with incomes of \$3,000 to \$5,000 are good prospects. Yet this field is practically untouched. Efforts heretofore have been focused on families of \$5,000 or over.

The Sparton LIFETIME refrigerator makes it easy for you to cash in on refrigerator profits. Here is a refrigerator that combines ALL the most desirable features in the field of engineering with ADDED features that make selling easy. Sparton is the refrigerator of EXTRA CONVENIENCE.

Sparton high quality has made the name of Sparton most favorably known to hundreds of thousands of enthusiastic owners of Sparton radios.

In Sparton you can sell beauty worthy of the most delightful kitchen—dependability and mechanical precision long associated with the name Sparton—and greater economy. All these reach new high standards.

Sparton dealers are backed by a sales plan that assures prospects, sales, volume, business and extra profits. Investigate the Sparton proposition immediately. Write or wire for details. No dealer can afford to miss this unusual opportunity. . . . The Sparks-Withington Company, Jackson, Michigan. Sparton of Canada, Limited, London, Ontario.



SELL THE SPARTON Lifetime Refrigerator

Latest Swedish Apartment Dwellings Feature Built-in Refrigerators

By Dorothy Dignam

STOCKHOLM, Sweden—If Old Mother Hubbard ventured to cupboard in a modern Swedish kitchen, it's safe to predict that she'd lose herself in the maze of little doors and come backing out with a bottle instead of a bone!

For the kitchen completely cabinetized from floor to ceiling is the newest trend in Swedish apartment design. And because it's Swedish, American architects are watching it.

A 'Home Building' Nation

Stockholm, off the gold standard, is still actively on the building list. The complete program comprises a long avenue of deluxe water-front apartments, and workers' cooperative housing schemes which rival anything done to date on two continents. More than 90 per cent of the population of Stockholm is now housed in apartments . . . and hoping to move into a better one!

The operations of the Rent Payers' Association are particularly interesting. This group of workers is erecting block after block of what the Swedes call "tenement houses," but which we would describe as model apartments for the skilled-labor and white-collar classes.

Community Features

These buildings offer the most advanced community features. Day nurseries and kindergartens are right on the main floor of the apartment, where mothers employed may board their babies by the day, or non-employed mothers may "park" the children for 10 cents an afternoon while visiting or shopping. Community laundries are another innovation—not the cold, grey, basement-tomb of American flat buildings in the 1910's, but big sunny rooms fully equipped with gas dryers and electric ironers, where the Swedish home-maker feels no loss of dignity in working side by side with her laundress.

One architect, S. Wallander, has led the way in these apartment house improvements, and it's a matter of pride with many Stockholm residents to move into a "Wallander building."

Kitchens and Refrigerators

Very little has been reported in American journals about the advanced kitchen-planning in these Swedish apartments. And this is a story closely related to automatic refrigeration.

Sweden was formerly a natural ice country, and when modern refrigeration was first promoted by Frigidaire (only a matter of five years or so ago) the commercial field was more fertile than the domestic. But the volume of business gradually shifted to the home market, and today the wholesale business to apartment builders is by far the most important branch of refrigeration equipment sales.

Frigidaire in Apartments

In deluxe apartments and the more elaborate kitchenettes, Frigidaire is pre-eminent. Some 90 per cent of the high rent apartments in the Swedish capital are Frigidaire-equipped. But in the great community housing schemes, the kitchens are usually all-gas instead of electric, and here Electrolux, native to Sweden, is invariably chosen.

Stockholm in fact, is still the gas capital of a hydro-electric kingdom. Such electrical service as it now enjoys was provided for in the years of peak building expense, and the electricity rates still reflect the excessive cost of this investment. Electrolux takes advantage of low gas rates.

'Built-in' Refrigerators

Two Electrolux models especially designed for in-building in small kitchens are the M-3 and M-5. The former is quite small, having a gross internal volume of only 3.2 cu. ft., but shelf area of 4.6 sq. ft. The M-5 offers gross internal volume of 5.6 cu. ft. and shelf area of 8.5 sq. ft.

Both cabinets are built of low initial cost in wholesale lots. The frame is of oak with a steel-plate reinforced door, and the exterior of cabinet is finished with a priming coat only, so that it may be painted in white or color along with the balance of the kitchen cabinet-work.

Inside, the small refrigerators are porcelain enamel and equipped with two or three shelves. And standard for both models is a maximum of two freezing trays. This may be augmented to three trays if desired. The Swedes prefer to pre-cool their beverages in the bottle. Ice is not the essential in Sweden that it is in America.

Everything on the Level

The ideal place for these new Electrolux cabinets is within special recesses planned for them in the blue-prints of the kitchen. The whole efficiency scheme in a Swedish kitchen rests on the principle of a level working surface around at least three sides of the room. Tables, cabinet tops, sink boards, cooking ranges and even refrigerator tops must be at the same working level right around the room.

The Swedish housewife doesn't object to stooping down to her old-fashioned

oven, nor reaching up into an overhead storage bin, but she must be able to slide a pot of potatoes right from the stove to the sink where she drains them, and on from the sink to the table where she butters them and sprinkles over fresh dill leaves (very Swedish).

She would consider that the American kitchen, with refrigerator, stove, kitchen cabinet and breakfast table all at different levels like the Manhattan skyline, demanded too much lifting from one height to another.

Designed for a Niche

This supreme desire for a clean-sweep of working surface at table height right around the kitchen has led to many installations of refrigerators of the table top variety. The Electrolux M-3, with an extra top of 1-in. white marble for making pastry, etc., is quite popular; also with table top of polished aluminum.

When the architect has not planned in the blue-print for a refrigerator installation, Electrolux offers two 4-cu. ft. models that may be slipped into corner niches or (with legs) used in a small pantry.

Below are listed the "six best places for a refrigerator" as proven in apartment house experience in Sweden. It should be remembered that the Rent Payers' Association demands what it wants and gets what it demands. These are no mere kitchen planning dreams, but installations that any property owner can sell to a prospective renter and his wife, on a basis of practical work analysis:

1. Build the refrigerator into a kitchen cabinet unit. From the standpoint of food preparation this is probably the most practical placement of all. Not only are the dry groceries at hand in the cabinet, but the refrigerator offers butter, milk, eggs, etc., needed in combining almost any prepared dish.

Double Utilization

2. Place a table top model between the cooking range and a kitchen cabinet, the top of the refrigerator forming a supplementary work table between stove and cabinet. In America, where we use elevated ovens on our ranges, the oven should be placed on the off-side so that the stove top, refrigerator top, and kitchen cabinet top form a continuous working surface.

3. Plan the refrigerator as Unit No. 1 in a five-part progressive arrangement for meal service. The plan moves from left to right: No. 1 is the refrigerator where food to be prepared is first taken from the cold. No. 2 is the cabinet (with pans below; dry groceries above) where food is prepared. No. 3 is the electric range where prepared food is cooked. No. 4 is a small work table for dishing up (serving platters and vegetable dishes are kept in the compartment below table). No. 5 is the sink where utensils are immediately washed or put to soak.

Save Corner Space

4. Build the refrigerator into a corner cupboard at waist height with storage space above and below. Too much corner space in kitchens is wasted. In apartments where this has been a tardy realization, Electrolux recommends a vertical refrigerator of 4-cu. ft. capacity, slipped into a niche below cupboard space which may be built clear to the ceiling.

5. Build in refrigerator under a window. This will seem radical to America where window space, for some reason, is sacredly reserved to the kitchen SINK. But in Sweden, they like a cheery outlook over the work table, too. They mix sunshine with the coffee cake dough and cool the whortleberry sauce in the open window. In modernizing old kitchens, where space for new equipment is at a premium, this under-window installation, with a new marble table top over the refrigerator, solves two problems efficiently.

6. Consider an installation next to the sink, and running water. Think how many times a woman fills the ice cube trays, and washes the lettuce before putting it away to crisp. Consider, too, in the case of Electrolux, the handy water connection. A note for American plumbers is the twin-sink facility in Swedish kitchens.

You always find there a small deep basin with single faucet running cold water, especially for cleaning vegetables, peeling potatoes, etc. This is in addition to the main sink with the usual double faucets for both hot and cold water. The large sink and its drainboard can be kept much more immaculately clean when vegetables are scrubbed in their own quarters.

NO IMPORT RESTRICTIONS ON REFRIGERATORS TO TURKEY

WASHINGTON, D. C.—Refrigeration machinery is among the products upon which no import restrictions have been placed for the months of April, May and June by the Turkish government, the Department of Commerce has been advised.

Gibson Dealers Meet



Gibson dealers in northern Illinois met with factory representatives recently at Aurora, Ill. The meeting was held under the auspices of the Conron Distributing Co., Gibson distributor at Peoria.

FRIGIDAIRE HOLDS SCHOOL IN DAVENPORT, IOWA

DAVENPORT, Iowa—A. C. Blunk and L. J. Lofgren of the Davenport branch sales department of Frigidaire Corp. directed a three-day school for dealers and salesmen at the firm's headquarters, 118 East Front St., recently.

REFRIGERATOR KEEPS DRUGS FOR PHARMACY

POUGHKEEPSIE, N. Y.—A Frigidaire, equipped to take care of biologicals, has been installed in the pharmacy of Daniel H. Krieger, 130 Main St.

FURNITURE STORE TO SELL NORGE REFRIGERATORS

CLINTON, Iowa—Volckman Co., 241 Fifth Ave., has added to its furniture stock two lines, radio and the Norge line of electric refrigeration. Manor La Blatt has been named manager of the two new departments.

PHILADELPHIA STORE WILL SELL CAVALIER LINE

PHILADELPHIA—H. Kahn & Son, Market St. furniture dealers, have taken on the Cavalier and Jewel lines of electric refrigerators.

PENDERGRAPH-BROWN HAS FIRST SPRING CONVENTION

NASHVILLE, Tenn.—More than 150 dealer and utility executives and sales representatives from Tennessee gathered here Feb. 18 for the first annual spring convention of Pendergraph-Brown, Inc., distributor for General Electric refrigerators.

The convention, held at the Hermitage Hotel, opened in the morning with a showing and inspection of the new General Electric refrigerator and display cases. Following the session devoted to commercial refrigeration, there was a luncheon meeting.

The afternoon meeting was featured by the showing of a talking motion picture, after which there was a presentation of the outline of the annual spring sales campaign on General Electric commercial and domestic refrigerators.

200 ATTEND DISTRIBUTOR'S MEETING AT RICHMOND

RICHMOND, Va.—More than 200 dealers, executives, and sales representatives from all sections of Virginia met here recently for the fourth annual spring convention of the Commonwealth Refrigeration Co., Inc., distributors for General Electric refrigerators.

The sessions were held at the Hotel John Marshall and included a luncheon meeting.

MEYBERG TO HANDLE NORGE THROUGHOUT CALIFORNIA

LOS ANGELES—Norge-Pacific distributing headquarters, at 265 S. La Brea, has been taken over by Leo J. Meyberg, 1022 Wall St., as retail outlet.

Mr. Meyberg, recently appointed Norge distributor in southern California, now covers the entire state.

What
Powered for the **TROPICS**
means to the dealer and the user



• **THE ROLLATOR**—A roller rolls and there's ice...the action of the Norge Rollator is just as smooth and simple as that. It's extra power...simple...service free...almost everlasting.

NORGE
Rollator refrigeration

NORGE CORPORATION, 658 EAST WOODBRIDGE STREET, DETROIT, MICHIGAN
NORGE CORPORATION IS A DIVISION OF BORG-WARNER CORPORATION, ONE OF THE
WORLD'S LARGEST MAKERS OF PRECISION PARTS, INCLUDING AUTOMOTIVE FREE WHEELING

Using Low-Temperature Chamber



Young lady about to cool a newly-baked pie in the 10-degree compartment of a new Tricold refrigerator.

Grinnell Co. Offers \$99.50 Model

(Concluded from Page 1, Column 3)
and is adjustable to nine points of temperature. It has an automatic on and off switch.

Refrigerant is sulphur dioxide. The cooling unit is a dry expansion type, with a temperature of about 17° F. in cooling unit and 40° F. to 44° F. in the food compartment.

The motor is a specially designed 1-6 hp. motor. The condenser is 8x8x1.5, with a radiation surface of 1080 sq. in. Supply tank is of seamless steel with ends brazed in, with pressure rating of 1,000 lbs.

The compressor is of the piston type, and machine work on the parts is held to 1-10,000 of an inch.

The expansion valve is manufactured by the American Radiator Co., and tested under 150 lbs. pressure.



G. E. MERCHANDISER ADDS LOW-PRICED REFRIGERATOR

LOS ANGELES—To supplement the General Electric line which they handle in metropolitan Los Angeles, Barker Bros., house furnishing store, this week introduced "The Invincible," a moderate priced electric refrigerator bearing the firm's name and manufactured for them by Gilfillan Bros., radio and refrigerator makers of this city.

The new box in three different sizes, 4.1, 4.7, and 5.5 cu. ft. is built according to Barker Bros. specifications. It is equipped with a Gilfillan twin cylinder compressor of the horizontal opposed piston type; a G. E. capacitor motor and G. E. temperature control; is insulated with Insulite; and uses sulphur dioxide refrigerant.

The least expensive of the new models is lined with white enamel, while porcelain is used for the others.

According to E. L. Glancey, electric refrigeration sales manager for the store, Barker Bros. own box will be promoted in the field under the same method in use now for the promotion of General Electric refrigerators.

"The crew of 25 men," says Mr. Glancey, "will be increased in about six weeks to a force of 50, working wholly in the field, and will operate in connection with the display sales group which works in the various districts through mounted truck displays of General Electric boxes.

"Salesmen will sell both boxes, but will have only the one display model mounted." Barker Bros. display fleet consists of six Ford cars on which are mounted General Electric refrigerators.

RUTHENBURG EXPECTS ICE SHORTAGE TO AID ELECTRIC UNIT SALES

DETROIT—An excellent prospective sales situation for electric refrigeration has been brought about by the mildest winter in United States weather history, avers Louis Ruthenburg, president of Copeland Products, Inc., and chairman of the refrigeration division of the Electrical Manufacturers Association.

"Only one winter compares with the present one, and that was the winter of 1890 when the greatest shortage of natural ice had occurred up to the present time," points out Mr. Ruthenburg.

Shortage Brought Change

"There is another significance which this fact has for the electric refrigeration industry. For more than 60 years previous to the ice shortage of 1890, the manufacture of artificial ice had made no progress and had practically come to a standstill. The shortage of natural ice forced people to turn to artificial ice, just as the World War forced people to turn to automobiles and motor trucks for transportation in 1914 and 1917.

"During the past three years electric refrigeration has led all industries in growth. This public acceptance of a new type of refrigeration comes at a time when we have another epoch-making ice shortage.

Sees Big Increase

"This shortage will not only add to the business of artificial ice plants, but it will mean a tremendous increase in the use of electric refrigeration in homes and business places such as groceries and meat markets, restaurants, hotels, clubs, etc.

"Also, for the first time in the history of refrigeration, farmers, dairymen, country stores, hotels, clubs, resorts, ranches, etc., beyond the electric power lines may have mechanical refrigeration to make up for the ice famine existing throughout the United States.

"This has been made possible by refrigeration equipment powered by a small gasoline engine in place of the electric motor. This equipment is so designed that an electric motor can be installed at any time electric current becomes available.

Little Ice Put Up

"As a result of the universal shortage of ice and the fact that practically no ice has been put up for summer use, a great burden will be placed on manufacturers of electric refrigeration equipment.

"In addition there are large manufacturers producing parts and materials used in the manufacture of electric refrigeration units, who will also benefit.

"Complete figures for 1931 are not yet available, but from figures that have been compiled it is possible that the value of electric refrigeration equipment and parts produced in the United States amount to something between 400 and 500 million dollars.

Filling a Demand

"Business recovery from most previous depressions has been brought about by the development of a new product which filled an important popular demand. Electric refrigeration, which has led the way to a return of business recovery for the past three years, now looms more important than ever as the leader of improved business conditions.

"This would be true in the supplying of already established refrigeration requirements, such as cooling food, drink, preserving foodstuffs; but in 1931 an entire new field for cooling operations was opened up, that of air cooling and conditioning.

Many New Uses

"With railway passenger cars being provided with air cooling equipment, as well as homes, offices, restaurants, clubs, etc., it is obvious that we are only at the threshold of many uses for cooling equipment that will be developed within the next few years.

"Not only will the growth of mechanical refrigeration equipment be a major contribution to our industrial wealth, but the many lines of business which will be developed as a result of improved refrigeration equipment will open up a wholly new era of commercial development. Already the progress along these lines would make a long story.

SARTORIS JOINS SALES STAFF OF GRIGSBY-GRUNOW

CHICAGO—C. E. Sartoris, until recently refrigerator sales manager for the Harry Alter Co., Chicago Majestic distributor, has been appointed a member of the Grigsby-Grunow Co. refrigerator sales department.

Mr. Sartoris was for six years with the General Electric Co., after which he became sales promotion manager for R. Cooper, Jr., Inc., Chicago distributor of General Electric refrigerators. He was advanced to the position of wholesale manager by the distributing firm.

Since 1930 he had been with the Harry Alter Co.

G. E. Men Mobilize in Massachusetts



General Electric sales meeting in Springfield, Mass., where plans have just been laid to help in G. E.'s war on sales resistance.

G. E. Employes Fund Nears \$1,000,000

SCHENECTADY, N. Y.—Employes of the General Electric Co., who since Nov. 1, 1931, have been contributing two per cent of their average full-time earnings toward the relief of part-time workers and the unemployed within the company, will have but one per cent deducted from their pay, starting March 1, according to an announcement made recently by President Gerard Swope of the General Electric Co.

During this four-months' period, employes have contributed approximately \$480,000, which have been matched dollar for dollar by the General Electric Co., making a total of \$960,000, the president of the General Electric Co. stated.

During this four-months' period, approximately \$593,000 has been paid out to employes of the various apparatus works, leaving a balance in the fund on Feb. 29 of \$367,000.

"While the estimates of the monthly amounts to be paid out for March and April, the last two months under the six-months' plan adopted last fall to assist employes during the winter months, are greater than for the preceding four months, the indications are that, with the surplus on hand, contributions of one per cent during these two months will be sufficient to meet the employment guarantee," Mr. Swope explained.

The \$960,000 contributed to this fund does not include approximately \$1,000,000 collected and distributed among employes during the 10 months preceding Nov. 1, 1931, under the Swope unemployment insurance plan adopted Dec. 1, 1930.

One-half of this million dollars was contributed by employes and the other half by the company.

SERVEL CO. EXTENDS LINE WITH 3-FT. REFRIGERATOR

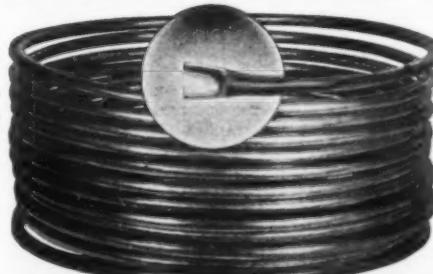
EVANSVILLE, Ind.—A new 3-cu. ft. model, the "Marchioness," has been added to the Servel line, according to an announcement just made to sales outlets.

The new model has a net food capacity of 3.2 cu. ft., a shelf area of 6.7 sq. ft., and two ice cube trays with a total of 42 ice cubes. The cabinet height, including the legs, is 45 1/2 in., and the width, 24 1/4 in.

This is the second 3-cu. ft. model in the Servel line, the other, the SE-3, being taller and narrower.

Besides these, the line includes a 4-, 5-, 7-, 9-, and 11-ft. cabinet.

DEHYDRATED COPPER TUBING



Made to
A. S. T. M.
specifications
(B68-30T).
Ready for quick
installation.
Prompt ship-
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WOLVERINE TUBE CO.

SEAMLESS COPPER BRASS & ALUMINUM



Detroit, Mich.

IMPORTANT to Electric Refrigeration Dealers

We carry a large and well-arranged stock of leading makes of parts, equipment and supplies for the Electric Refrigeration Trade such as

Compressors
Household Evaporators
Commercial Evaporators
Thermostats
Valves & Fittings
Filters
Dehydrators
Tools
Water Valves
Automatic and Thermostatic Expansion Valves
Dehydrated Copper Tubing
Controls
Belts
Motor Brushes
Gauges
Gaskets
Door Gaskets
and many other parts

Write Dept. D. R. for Price List

PROMPT AND EFFICIENT SERVICE

Melchior, Armstrong, Dessa Co.
116 Broad St.
New York City
Telephone: Bowling Green 9-3870

Through a Woman's Eyes

By Gertrude Stanton

Classes for Home Economists

Home service women, whether they are employed by a distributor, or dealer, or whether they are factory-employed and flit from town to town giving cooking schools, or demonstrations, are usually perfect.

They combine just the right proportion of "home-folks" atmosphere with the most decided efficiency. They never need to glance at a recipe book, as other mortals must. Their store of pleasant little stories about Johnny or Susie never runs out. No one ever saw one of them ill at ease.

That's why we enjoyed seeing them "in the making."

Kelvinator doesn't want to rely on their being born, not made, and taking no chances, puts aspirants to home service jobs in the organization through a course that would make a home service expert out of a post.

Classes are usually from 12 to 15 girls and women, carefully chosen, well educated, being prepared for specific positions in the field. They range from dignified women who have already had experience in the line, though not from the Kelvinator angle, to girls just out of college, all jittery at the prospect of the new work.

The course takes a week; they arrive at Kelvin Kitchen at 8 o'clock each morning, and don't pretend to be through until 5 o'clock. Then they go home and write papers on everything they've learned that day. It's a gay life.

Theory and Practice

As a matter of fact, it is gay. Marion Sawyer and Gertrude Janssen, the two senior factory home economists, are hardly dour old school-marmas, and far from having a subduing influence on their pupils, they are, instead, the life of the party.

Miss Sawyer tells the class all about the history and theory of refrigeration, as well as about the operation and construction of Kelvinator.

The way the unit operates is drilled into them; they know the differences between it and other makes on the market. They can discuss glibly the placement of the unit, flooded versus dry systems, conventional versus hermetically sealed units.

Then Miss Janssen takes them over to teach them the application of all this knowledge to home service work.

They learn just what Kelvinator home economics departments are supposed to do—how they tie up with sales promotion; what equipment they need; how to go about it to find a place for the home economics activity in an organization in which there has been nothing of the kind before.

If you have ever been chased out of the kitchen by your wife, or perhaps your mother, because she was afraid she'd leave something out of the cake if she got interested in conversation, then you will understand that it's something of a juggling act to keep an even flow of conversation going while at the same time you prepare dishes that absolutely must come out perfectly.

To this end, Miss Janssen gives her class a model dealer demonstration. The class members are "the ladies." One of them is "Carrie," the helper who washes dishes, or unobtrusively hands two tablespoons of orange juice.

Envelopes full of Kelvinator promotional literature are placed on the chairs, just as in a dealer's meeting. The little stage or platform in Kelvin Kitchen is arranged as a demonstration platform should be arranged under ideal conditions.

Tricks of the Trade

Miss Janssen precedes the demonstration with a discussion of some of the little tricks of the trade. Appearance; and the introduction of the home economics expert by the dealer as a good way to get the dealer himself before the audience, are two of them.

A fairly low platform is better than a stage, because its use makes it easier to become friendly and intimate with the audience; the speaker is unlikely to "talk down" to her audience, either literally or figuratively, from a low platform.

Budget your time. Be sure your shoes are comfortable and at the same time modish. And that last, by the way, is no joke. Women (saith the oracle), wear their dispositions in their feet.

With "Carrie" as an able assistant, Miss Janssen then puts on the demonstration. While something cooks she explains the history of refrigeration (in terms of the cave man days, Sir Francis Bacon and his experiment with the chicken stuffed with snow, the "cold cellar" of grandmother's days).

While something else is cooling, she talks about the prizes to be had at the end of the meeting. As she waits for something to jell, she tells all about the Kelvinator which she is using. Charming, pleasant, capable of making the housewives laugh frequently, she keeps both balls in the air constantly, and never for a moment loses the attention of her audience.

That's why we enjoyed seeing them "in the making."

• • •

It's an Act

She carries out the demonstration to the extent of awarding the prizes and serving the refreshments. Then, "Now answer these questions, girls."

It can't be a "canned" talk. What if the custard for the chocolate ice cream shouldn't thicken quickly enough, and she would know nothing to talk about to bridge the gap?

She must take advantage extemporaneously of amusing things which happen. She must remember what store furnishes the groceries, and what dairy furnishes the cream.

"First of all," she tells the class, "remember that you are putting on an act. Have all your properties ready, and do everything with the idea of putting that act over."

The girls who are appointed to various distributorships go their different ways after the course is completed to build new home economics departments of their own. Theirs is a problem of continuous "good will" building and service in one certain community.

Perhaps an even worse baptism of fire is that given the factory personnel. They are being sent, this time, at least, to give demonstrations for dealers in the smaller towns throughout the Middle West. After a week of these, they must teach a school of their own, just as Miss Sawyer and Miss Janssen have.

Phyllis

In talking about Kelvinator home economics schools, it would be disgraceful to neglect the other side of the picture besides the work which the classes do.

There is, in the office of Mr. Vance Woodcox, sales promotion manager of Kelvinator Corp., a little dark-eyed person named Phyllis Harris, who is a public relations department in one package.

Wholesale men who were at Kelvinator for a three-day school recently boasted that she knew every one of their hundred-odd names the first morning they were there.

With that sort of a record, a class of 12 or 15 people is child's play to her. She arranges parties for them, takes them to the theatre, goes shopping for shoes with them, and has a perfect picnic doing it.

New Emphasis

The classes are part of a new emphasis which Kelvinator, in keeping with the other firms in the industry, is laying on home economics as an aid to refrigeration sales.

The home service expert calls on users to help them get the most satisfaction out of using the new refrigerator. The demonstrations she puts on serve a three-fold purpose—to get women inside the store; to gain publicity for the refrigerator; to build up the prospect list and create desire for an electric refrigerator in the minds of the housewives.

It is Kelvinator Corp.'s present plan to have a home economics department in each distributor's territory.

USE COPELAND REFRIGERATOR IN MODEL STORE

BATTLE CREEK, Mich.—Copeland refrigeration, installed by the Roat Music Co., local dealer, equipped the Model Food Store which has been conducted for the last few weeks by the Merchandising Institute, here.

The store closed last week, after having been thrown open to the public for three days.

The store was open to merchants at all times. Special sessions were held, at which problems of food merchandising were covered, and a school for training clerks was also conducted.

The last three days, food demonstrations were made, and talks given on "Problems of the Housewife in Connection with her Buying Power and Economy at Home."

Convention Hosts



SYD CASWELL



AL TRUAX

The annual spring convention of Caswell, Inc., G. E. distributor for Michigan, is being held March 2 in Detroit under the direction of Syd Caswell and his sales promotion manager, Al Truax.

MORRISON JOINS STAFF OF CRAMER-KRASSEL CO.

MILWAUKEE—Forbes M. Morrison, for 10 years a vice president of Dyer-Enzinger Co., Inc., has joined the Milwaukee headquarters staff of the Cramer-Kraszel Co., advertising agency handling the Norge refrigerator account.

Mr. Morrison has been connected with the S. F. Bowser Co., makers of oil storage equipment, and the Cyclone Fence Co.

BROADCASTING STUDIOS USE FRIGIDAIRE COOLER

MIAMI, Fla.—The broadcasting rooms at station WIOD, at Miami, Fla., are now equipped with a model C-1 wall type cooler operated by an FW-4150 Frigidaire compressor, just installed by the Domestic Refrigeration Co.

The bracket type cooler is directed on the man operating the microphone. The quiet running of the fan in no way disturbs the microphone pickup, station officials report.

CASWELL PLAYS HOST TO MICHIGAN DEALERS

DETROIT, March 2.—The fifth annual spring meeting of Caswell, Inc., distributor of General Electric refrigerators in this territory, convenes here today.

More than 400 dealers, utility executives, and salesmen from Michigan are in Detroit to attend the meeting, headquarters for which is the Hotel Statler.

W. J. Daily, advertising and sales promotion manager of the General Electric refrigeration department, heads group of officials who will participate in convention proceedings. A. E. Truax, advertising and sales promotion manager for Caswell, Inc., is in charge of local arrangements.

Following this morning's session, delegates will visit the Builders & Food Show at the Masonic Temple to see displays of General Electric refrigerators. This afternoon's meeting will be featured by a sound motion picture prepared in the General Electric laboratories at Schenectady, N. Y., and by a discussion of the spring sales campaign.

Business sessions of the convention will be held in the Institute Room of Caswell, Inc., where a full display of the 1932 line will be on view.

LEONARD SERVICE SCHOOLS HELD IN EAST

BALTIMORE—Service schools for dealers and service men have been held throughout the territory of Southern Wholesalers, Inc., distributor of Leonard electric refrigerators in the Baltimore-Washington, D. C., area, by J. Roderick, service manager.

Three-day sessions were held in each city; in Baltimore, the meeting was held in headquarters of Southern Wholesalers, Inc., at 1511 Guilford Ave.



WE'RE GOING TO TELL YOUR PROSPECTS ABOUT FLEXIBLE RUBBER FREEZING TRAYS

More than seven million copies of the April issues of national magazines will carry the message of flexible rubber freezing trays to hundreds of thousands of refrigerator owners and prospective buyers. These advertisements are going into the homes of your customers, your prospects—advertisements that are new, distinctive, modern as the tray itself. They are going to help you sell more refrigerators . . . more flexible rubber trays.

Never before have flexible rubber trays offered such an opportunity for extra profit. They're no longer a novelty. They're as much a stable commodity as the refrigerator itself. For proof, remember that more than a million owners of automatic refrigerators now use this modern tray. And all the leading makes of automatic refrigerators now have flexible rubber freezing trays as standard equipment.

And now, our national advertising will further "sell" the flexible rubber tray idea. Why not get ready for this

increased demand—and for the profit it will mean to you? Use the flexible rubber freezing trays to help you sell new refrigerators. Use these trays to make "callbacks" on those who have already bought your refrigerators. Use them as "door-openers" in calling on new prospects. It means extra business, extra profit you might just as well have.

Write to the refrigerator manufacturer you represent, or to us direct, for complete information.

THE INLAND MANUFACTURING COMPANY
DAYTON, OHIO.



How To Keep Accounts

As Told By E. A. Hartley, Bethlehem, Pa., Dealer

BETHLEHEM, Pa.—E. A. Hartley, local refrigerator dealer, is the type of man who wants to know. Guessing doesn't appeal to him. The mere fact that he does a big business, that he's making money, isn't enough. He wants to know how much money he's making. Not at the end of six months or a year, but at the end of every week, or every day if necessary.

The old style of double-entry book-keeping didn't suit him. He invented a new system, one that fit the business.

Now, when he wants to know something about his business it takes but a minute to get the figures. How much gross profit this week? What was the net profit last week? What is the ratio of expense to sales? Value of stock on hand? It's all there in his books in plain figures.

A large number of expensive books, of printed forms and doodads are unnecessary, in his opinion. Only two books are necessary. The Daily Record, and the Daily Sales Record.

Daily Sales Record

The Daily Sales Record is just what its name implies, a record of the sales that are made from day to day. The salesmen use the regular type of man-folding sales book, writing a sales slip for every sale made.

Every article in stock is marked with the selling price and also the cost in code letters. These code letters are entered on the sales slip together with the selling price. Also, the slip is marked as being either a cash sale or a charge sale.

When these slips come into the office they are promptly entered on the Daily Sales Record, extending the amounts into the proper columns. Adding up these individual amounts at the end of the day, he has the total of both cash sales and charge sales made during the day, also the inventory cost of all goods sold. The difference between the total of all sales and the total inventory cost is the daily gross profit.

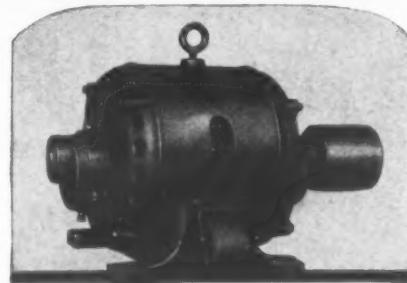
Covers Financial Details

The Daily Record book takes the place of a cash book, a journal and a general ledger. This is just an ordinary columnar book, such as may be purchased in stationery stores. By writing the headings in the spaces provided at the top of each column he has a form that covers every financial detail of the business.

The Daily Sales Record totals are posted to the Daily Record book in the following manner: inventory cost means the cost of goods sold, therefore this total is entered in the "Cost of Goods Sold" columns, on both the debit and the credit side of the Daily Record. It must be remembered that this is a double-entry system, and that both the debit and credit sides of the book must be kept in balance.

The total of cash sales taken from the Daily Sales will be entered in the column on the credit side "Sales of Merchandise." The same amount will then be entered on the debit side in the column "Cash on Hand," because the cash was received for these sales.

THEY KEEP A-RUNNING



10 Horse Power Century Type SC Multi-speed Constant Torque
Squirrel Cage Induction 3 Phase Motor

MORE THAN ONE FIXED SPEED
Constant Horse Power - Constant Torque - Variable Torque

MULTI-SPEED MOTORS

For applications where seasonal demands or general operating conditions require a motor which will unfailingly meet variable or constant speed requirements, Century Multi-speed Motors are especially desirable. Their speeds can be easily regulated by manual or automatic push-button control. They are built for 2, 3, 4 or more speeds, with wide or narrow speed ranges such as 1800/1200 or 1800/600 down to 900/450 R.P.M. (60-cycle). Special speed combinations are also available. . . . Built in standard horse power ratings from $\frac{1}{4}$ to 200—in normal torque, high torque and normal or low starting current types.

Century
MOTORS

40 U. S. and Canadian Stock Points and More Than 75 Outside Thereof

CENTURY ELECTRIC COMPANY, 1806 Pine St. St. Louis, Mo.
SINGLE PHASE, THREE PHASE AND DIRECT CURRENT MOTORS - MOTOR
GENERATOR SETS - ROTARY CONVERTERS - FANS AND VENTILATORS

FOR MORE THAN 28 YEARS AT ST. LOUIS

Presentation of a Prize



H. J. Walker, Jr., manager of Detroit Frigidaire branch, presents Mr. and Mrs. G. W. Dunn of Detroit with W-6 Frigidaire model, one of the 10 second prizes in recent Frigidaire public contest.

PRESIDENT OF STARR CO. MINNESOTA GROUP MAPS SPEAKS AT N. Y. MEETING OUT CAMPAIGN FOR YEAR

NEW YORK CITY—Fred Gennett, president of the Starr Co., and Ernest Ravinet of the Starr Co.'s export division, were among the speakers at a dinner sponsored by the Royal Refrigeration Co., Starr-Freeze distributor, with showrooms at 32nd St. and Lexington Ave., recently.

Dealers from New York and New Jersey were present at the dinner and meeting which followed.

Others speakers were Phil Lindenbaum, president of the Royal Refrigeration Co.; Joe Papier of Newark, N. J., operating the largest retail store in the distributorship; and Mitchell Wolfsey, treasurer of the Royal Refrigeration Co.

NEW ORLEANS UTILITY HAS NEW HOME SERVICE WORK

NEW ORLEANS—Miss Olivia Evans has been appointed home economics director contacting colored groups for the New Orleans Public Service Co., according to Mrs. Eva Pender, home service director for the utility. The company carries General Electric refrigerators and ranges.

Miss Evans' work will be contacting church, school, and society groups primarily. Her first meeting of this kind was held in the First African Baptist Church of New Orleans.

FARIBAULT, Minn.—Tentative plans for the year's campaign were laid out Feb. 17 at a meeting of the local Electric Refrigeration Bureau. The first event will be an intensive "Ten Million Call Month" drive.

An advertising budget was agreed upon, subject to increase if a city-wide "Home Beautiful" exhibit, planned by the local post of the American Legion, goes through.

If the exhibit is planned, the Bureau will have a cooperative booth and will take part in the programs which will be offered.

CANTON FRIGIDAIRE STORE TO MOVE SHOWROOM

CANTON, Ohio—Frigidaire Sales Corp., retail distributor for Frigidaire, will move its showroom from Market Ave., where it has been located for several years, to the Knights of Pythias Building, corner of Market Ave. N and Sixth St.

BRUNSWICK-KROESCHELL DISTRIBUTOR MOVES

BLOOMFIELD, N. J.—The Oakmont Refrigerating Co., distributor for Brunswick-Kroeschell refrigerating systems, has moved its quarters from 56 Broad St., to 256 Liberty St., this city.

To the Winner—Goes a Chevrolet



First prize in a three months' sales contest, conducted by the Central Sales Region of Frigidaire Corp., was awarded to William Neff, manager of the Columbus, Ohio, section.

DISPLAY BY UTILITIES AIDS DEALERS SALES

COLORADO SPRINGS, Colo.—Colorado Springs electric refrigerator dealers have been able to trace frequent sales to the downtown central display in the municipal utilities building.

The display is continuously maintained through cooperation between dealers and the municipal utilities. The latter provides space in a sales and office building erected about a year ago.

Space Is Free

Display space on the first floor, 48x52 ft. is furnished to gas, electric, and radio dealers of the city, free. A staircase at one side, front, leads to a basement display room, 36x48 ft. Here model kitchens have been provided.

The building has two display windows. Thousands of gas and electric consumers enter the building, passing the displayed merchandise, each month as they come to pay bills.

For Members of Special Group

In order to participate in the free central display, an electric refrigerator dealer must be a member of the Gas and Electric Appliance and Radio Dealers Association of Colorado Springs. Requirements for membership in this association, especially organized to manage the central display, are as follows:

Rules of Membership

First, the applicant must be an established retail dealer in gas, electric, or radio merchandise.

Second, he must have conducted his business, and paid property taxes, in Colorado Springs, Colo., for at least one year prior to his admission.

Third, he must agree in writing to abide by the by-laws, rules and regulations of the association.

The total of admission fee and first year dues is \$25.

Different Lines Represented

An executive committee of seven members, one from each of seven lines represented, governs the association. It elects a chairman, vice chairman, and secretary. The present officers are Ray Lowell, chairman, Lowell-Meservey Hardware Co. (Kelvinator); Henry Graves, Graves Hardware Co., vice chairman (Copeland), and Matt Whitney, Whitney Electric Co., secretary (General Electric).

A dealer is notified by the executive committee when space on the floor is allotted him, and the period. If he does not remove his exhibit at the end of the period, the association is privileged to transport it to his store at his expense. Actually, this provision has never had to be evoked.

Display Cards

Display cards used are uniform in preparation. No sales information can be presented, other than the name of the refrigerator, and the one, or more dealers handling.

The association handles preparation of display cards which are shown in attractive frames, or display benches.

The following electric refrigerator dealers participate in the central display:

Allen Music Co. (Brazil); Colorado Electric Co. (Mayflower); Colorado Springs Music Co. (Majestic); Graves Hardware Co. (Copeland); Lowell-Meservey Hardware Co. (Kelvinator); Majestic Electric Co. (Majestic); Outwest Tent & Awning Co. (Frigidaire).

No Utility Merchandising

Peerless Furniture Co. (General Electric); Strang Garage Co. (Frigidaire); Thomas Furniture Co. (Mayflower); The Stone Bros. (North); Treece-Hardin Furniture Co. (Leonard); Whitney Electric Co. (General Electric).

The municipal utilities do not merchandise in Colorado Springs, and the central display plan is one method used to assist dealers in sales and, indirectly, to build load.

BALTIMORE DISTRIBUTOR TO OPEN NEW QUARTERS

BALTIMORE—Redding, Inc., headed by Emmet M. Redding, distributor in the Maryland territory for Williams Ice-O-Matic electric refrigerators, will open new quarters at 535 North Howard St., early in March.

Present quarters are at 1726 North Charles St. The firm also distributes Warren cases and cooling equipment.

NEW KELVINATOR DEALERS NAMED IN HARTFORD

HARTFORD, Conn.—Rackcliffe Bros., Inc., of New Britain, Conn., distributor for Kelvinator, has announced the appointment of Hatry & Young, Inc., 203 Ann St., radio concern, as associate dealer in downtown Hartford. Other associate dealers in Hartford are the Flint-Bruce Co., furniture, and the Hartford Piano Co.

E. K. Dawson is now manager of the Kelvinator-Rackcliffe division's retail store at Asylum and Ann Sts. Verne Hagel, who had charge of the Hartford outlet for a period following its opening, is now field supervisor of sales.

FRENCH G. E. OUTLET PRINTS HOUSE ORGAN

PARIS, France—With its January, 1932, issue, the "Frig... Echo," house organ of La Societe Anonyme Frigeco, French selling organization for the General Electric (called "Frigeco" in France) refrigerator, completed its first year.

The issue celebrates the appointment of M. H. Hoepfl, new manager of the concern, and of Louis Bienvenu, head of the commercial sales department.

In an article on the magazine itself, the following is written: "This child has ended its apprenticeship. It arrives on the scene, with this number, as a member of the Frigeco personnel, with responsibilities and duties toward its colleagues. It will visit you every month carrying its assistance, its information, its news of the family with a smile, and sometimes, a good laugh."

"As an assistant, it will carry information on publicity, views of installations made, suggestions for the development of sales. There will be, every month, technical articles or reports of conferences. For its news of the Frigeco family, it depends on you and your suggestions."

The depression, or "the crisis" is discussed in an article several pages long. Announcement of a sales contest is made.

A list of interesting commercial installations made is given, divided as to the type of organization buying the refrigerators, as banks, dairies, pastry-shops, bars, pharmacies.

Announcement is made that the Frigeco concern has been decorated with a gold medal by the Salon du Progrès, organized under the sponsorship of the Minister of Public Health, the President of the General Council of the Seine, and the President of the Municipal Council of Paris.

News of Paris, and news of branches in other parts of France. New dealers, unusual sales records, exhibits, new showrooms are announced in this department.

Other departments are devoted to the doings of salesmen and of the publicity department. Cartoons and other features add to the interest of the pages.

The title page of the magazine shows the "Monitor Top" with the motto "Homme ou machine, la tête domine," man or machine, the top (or head) dominates."

SWEENEY DIRECTS MEETINGS OF G. E. DISTRIBUTOR

PHOENIX, Ariz.—A. M. Sweeney, manager of General Electric refrigeration production, directed sessions of the fourth annual convention, Feb. 17, of the George T. Bauder Co., distributor of General Electric refrigerations here.

Convention sessions, which were attended by more than 100 utility and dealer executives from all sections of Arizona and California, were held in the auditorium of the Central Arizona Light & Power Co.

Other men from the General Electric Cleveland headquarters besides Mr. Sweeney were: P. H. Dow, Charles Endler, K. R. Davis, Harold Hulett, M. J. Young, and Thomas Millett.

A banquet at the Westward Ho Hotel, at which J. S. Arnold was master of ceremonies, concluded the convention.

LOS ANGELES HOME SHOW DISPLAYS REFRIGERATORS

LOS ANGELES—Refrigerators exhibited at the five-day annual hardware and home show, sponsored by the Southern California Retail Hardware Dealers' Association, and held at the Hotel Ambassador, Feb. 15 to 20, were Norge, Leonard, and O'Keefe & Merritt.

Leo J. Meyberg, newly appointed distributor for Norge in southern California, had display of his newly added line; Graham-Hamby & Sons, Leonard distributor, was responsible for the Leonard exhibit.

This year's showing was staged primarily for the trade itself. Evening shows only were open to the public, tickets being obtainable free through neighborhood hardware dealers.

G. E. APPOINTS ANDERSON TO ACCOUNTING POSITION

SCHEECTADY, N. Y.—C. E. Anderson has been appointed auditor of disbursements in the accounting department of the General Electric Co. to succeed the late F. D. Kamerer, it has been announced by S. L. Whitestone, comptroller of the company.

Every Cylinder Analyzed **SULPHUR DIOXIDE**
Absolutely Pure for DIRECT CHARGING
Ton Drums
Tank Cars
Also
ANSUL CHEMICAL COMPANY
MARINETTE WISCONSIN

A Kansas Convention Group



Kelvinator dealers and salesmen meet at the field convention held at Wichita, Kan., and conducted by one of the groups of factory representatives holding conventions throughout the country.

How To Get Prospects

As Told By Stefan Kugler, May Co. Official

DENVER—After years of experimentation with both the outside solicitation and store selling methods of merchandising, Stefan Kugler, veteran electric refrigerator dealer, now buyer for the refrigeration department at the May Co., in this city, has reached this conclusion: "If handled in a systematic and intelligent manner, the outside campaign brings by far the greatest returns. It is a proven fact that regardless of economic conditions, a given number of personal calls brings a certain percentage of results. We find that this productive average more than justifies the expenditure required."

Divided into Districts

Mr. Kugler backs up his views with explanation of an improved system of solicitation recently developed which brings the May Co. department excellent results.

The plan is handled in this way. The city is divided up into districts to be covered completely during the summer months by three crews of five solicitors each, every crew working under a supervisor.

The solicitors are given between 20 and 30 names taken from the householders directory to be contacted every day, upon which they are required to make detailed reports of results for permanent follow-up files.

Use of Original Call

The original calls, numbering about 300 per day, are made primarily for the purpose of securing "leads" and are later followed up by further personal contacts or mailed literature. About 10 per cent of the persons contacted are interested in electric refrigerators and about half of this number eventually buy machines, Mr. Kugler finds.

At the beginning of every day each solicitor is given a work sheet on which are listed the names and addresses of between 20 and 30 people located in one section of a territory.

After calling at a residence the solicitor records the results of the contact in a space provided for this purpose at the right of the name on the work sheet.

Always Go Back

If the people are not home, he makes note of this fact and is assigned the same name for contact next day. Callbacks, demonstration orders and other information are also listed here.

The work sheet report is at the close of the day checked over by the supervisor with the crew supervisor and information on each contact transferred to a "Report of Call" card, one copy of which is retained by the salesman and one turned in to the office and filed.

If the person contacted expresses interest in a refrigerator and agrees to a future appointment, the date and

time, together with her reactions, is noted on the card. The few people who refuse to grant interviews are followed up by mailed literature.

If a prospect shows an active interest on the first contact, the solicitor suggests that he take her immediately to the store to inspect the latest models.

The supervisor keeps a car within a distance of one block for this purpose. Many sales have been made in this manner.

The Survey Approach

The approach used in making the first contact is as follows:

"I represent the electrical appliance department of the May Co. We are making a survey to determine the number of appliances in use by Denver housewives and I would like to inquire what pieces of equipment you are using."

This approach disarms the housewife, taking the salesman out of the "peddler" classification. In nine out of 10 cases, according to Mr. Kugler, the information is willingly given.

The information is recorded on an envelope form, into which is put the prospect card. This system facilitates filing.

No 'Good Morning, Madam'

"We studiously avoid the hackneyed sales approach, 'Good morning madam,' and try to get across the fact that we are from the May Co. and have legitimate business," Mr. Kugler states.

"By being able to address the prospect by her name, we are able to create a favorable impression at the outset. We never broach the subject of selling until after we have secured the survey information, thereby avoiding rebuffs."

"The large size work sheet which every salesman carries tends to further emphasize the fact that we are calling for information and not to make a sale."

TRUPAR BRANCH OCCUPIES NEW QUARTERS

NEW YORK CITY—New quarters in the French Bldg., 551 Fifth Ave., have just been occupied by the Trupar Mfg. Co. branch here, distributing Mayflower refrigerators throughout the East.

C. H. Grandstaff, regional manager, has charge of the branch office, assisted by C. J. Otterholm and J. R. Tepfer.

CYCLOPS REFRIGERATION CO. TO OPEN RETAIL STORES

SAN FRANCISCO—Cyclops Refrigeration, a division of the Cyclops Iron Works, which a few weeks ago opened salesrooms at 298 Eighth St., San Francisco, will open retail display stores in Oakland, Calif., about March 1, and in San Jose, Calif., about April 1.

The company has distributed Victor Talking Machines for 27 years, and added Atwater-Kent radio six years ago.

Louis Buehn visited the Gibson factory prior to taking on the Gibson line.

PHILADELPHIA—The Louis Buehn Distributing Co., in business in Philadelphia for 30 years, has been appointed distributor for Gibson electric refrigerators.

The company has distributed Victor Talking Machines for 27 years, and added Atwater-Kent radio six years ago.

Louis Buehn visited the Gibson factory prior to taking on the Gibson line.

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G. E. EXECUTIVES TELL SPRING SALES PLANS

FRESNO, Calif.—More than 250 utility and dealer executives and salesmen heard a program put on by executives from the General Electric refrigeration division at the annual spring convention of the Valley Electrical Supply Co., Feb. 22.

This concern is the merchandising division of the San Joaquin Light & Power Co., distributor of General Electric refrigerators in the San Joaquin Valley and central coast territory.

About 45 retail dealers were represented at the meeting, which was held in the new building of the power company.

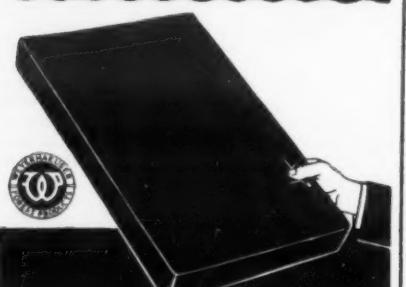
The afternoon was given over to a mock trial to illustrate points in salesmanship. Those taking part included George Buck, West Coast representative for General Electric refrigerators; Charles Enderle, central station division; K. R. Davis, sales promotion division.

M. J. Young, apartment house specialist; Harold Hulett and Thomas Millott, commercial division; P. H. Dow, merchandising division, and A. M. Sweeney, manager of refrigerator production. H. H. Courtwright of Fresno, manager of the distributorship, spoke during the morning session.

TWO SEEGER REFRIGERATORS PLACED IN CHURCH HOME

HARTFORD, Conn.—The Refrigerator Sales Co., Frigidaire dealer, has installed two Seeger refrigerators for food storage in The Church Home, Inc., a Congregational institution for the aged.

The cabinets are a Seeger P-32 of 32 cu. ft. capacity, and an LP-48, having slightly less than 5 cu. ft. of space. Both cabinets are cooled by a Frigidaire W-233 compressor, according to Walter R. Gunberg, member of the firm making the installation.



Balsam-Wool Sealed Slabs
ODORLESS SANITARY
Completely satisfactory
Refrigerator Insulation

WOOD CONVERSION COMPANY
Industrial Sales Offices:
CHICAGO, 360 N. MICHIGAN AVE.
New York, 3107 Chanin Bldg.
Detroit, 515 Stephenson Bldg.
San Francisco, 149 California St.

Joins Servel



W. L. EVER

Has recently joined the staff of Servel Sales, Inc., Evansville, Ind.

GEORGIA NORGE DEALERS ATTEND ATLANTA MEETING

ATLANTA—With officials of the Norge Corp. in attendance, more than 75 Georgia dealers of the Hopkins Equipment Co., state distributor of Norge electric refrigerators, gathered at the Piedmont Hotel, here, Feb. 24, for a business conference.

Officials of the Norge Corp. outlined an enlarged newspaper advertising campaign and a comprehensive merchandising plan.

The meeting ended with a dealers' banquet and entertainment program Wednesday night. Among the officials present was John H. Knapp, vice president and sales director of the Norge Corp., Detroit.

6,000 MILES OF ADVERTISING PLANNED BY KELVINATOR

DETROIT—More than 6,000 miles of Kelvinator advertising will appear in five national weekly and monthly magazines during the first six months of 1932, according to A. M. Taylor, advertising manager.

Thirty-three million Kelvinator advertisements, each in four colors, will make up a total which "if laid end to end" would extend from New York City to Los Angeles and back again, or 6,000 miles.

The schedule includes the following magazines: *Saturday Evening Post*, with a circulation of 3,100,000; *Good Housekeeping*, 1,900,000; *McCall's*, 2,700,000; *Christian Herald*, 200,000.

ROSA RAISA TAKES HER REFRIGERATOR ALONG

CHICAGO—Unwilling to cope with possible lack of electric refrigeration on a trip to Europe, Rosa Raisa, star of the Chicago Civic Opera, and her husband, Giacomo Rimini, steamed off to Europe Feb. 14 with a miniature electric refrigerator.

A small electric range was also included.

To sell Puritan Electric Refrigerators to dealers—distributors—one exclusive in each town—high quality, low price line—excellent earning possibilities and promising future. Write or wire.

WANTED

Territory Salesmen and Distributors

To sell Puritan Electric Refrigerators to dealers—distributors—one exclusive in each town—high quality, low price line—excellent earning possibilities and promising future. Write or wire.

Quality Products Corporation, Dayton, Ohio

Dayton Industries Building

EDUCATIONAL DIRECTOR WANTED

An opportunity is available with a prominent electric refrigeration manufacturer for a sales educational manager, who is thoroughly competent and experienced in this type of work. Possibly a man now employed as assistant, who feels big enough to direct such activities, is the man we want. Or, perhaps a man now employed by a distributor, who feels confident of his ability, might be selected. In replying, please give full details of experience in this type of work, and state particularly your own personal experience in selling refrigeration or other major electrical appliances. Sell yourself in your first letter—interviews will be based on the information you give us. A definite suggestion as to your compensation must be included, as well as statement as to how soon you will be available. Confidential, of course, and no references will be consulted until after interview. Members of our own organization have been informed of this advertisement. Reply Box 423, ELECTRIC REFRIGERATION NEWS.

KELVINATOR MEETING IS HELD IN CANADA

(Concluded from Page 1, Column 5)
Robitaille, A. M. Jagoe, G. W. Pingle, F. S. McNeal, H. A. Lewis, J. W. Kelly, H. McPhillips, W. H. Ross, D. B. McColl, H. T. Smith, M. Verville, C. E. Ross, M. H. Golden, T. L. Anderson, and P. A. Manross.

C. M. Burton, president and general manager of the Robert Simpson Co., Toronto, was the speaker at the banquet, and stated that Kelvinator salesmen have an opportunity presented to but few engaged in the retail field during this depression period. A. R. Ford related some of the trying times through which the English people have passed during the past century.

Arrive by Special Train

Park Manross, assistant general sales manager of Kelvinator of Canada, presented a humorous opera on what happens to the Kelvinator dealer who fails to produce results. The program for the evening was directed by Howard A. Lewis, vice president and treasurer of Kelvinator of Canada.

With most of the delegates arriving by special train Monday night, the convention opened after a Reville Breakfast, in the Masonic Temple, with F. S. McNeal, general manager of Kelvinator of Canada, as chairman.

"Fifteen Miles on the Line" was the subject of the address which A. T. Smith, sales manager, gave as he presented the 1932 domestic line. Rounds of applause greeted the new moderately priced all-porcelain models.

'Experience' Theme

Some 200 different applications of Kelvinator commercial equipment to the 47 basic industries which are particularly interested in electric refrigeration were explained by A. V. Phillips in presenting the commercial line.

"There Is No Substitute for Experience," the theme of Kelvinator of Canada's 1932 advertising, was announced and explained to the delegates by T. L. Anderson, vice president of Cockfield, Brown & Co., Ltd., Toronto advertising agency.

Anderson Speaks

Mr. Anderson explained that the theme had been chosen following a canvass of a long list of Kelvinator owners to see "what particular feature sold you on Kelvinator." Sixty-nine per cent of the women said Kelvinator's experience in the field was the determining factor.

At the end of the morning session, delegates were photographed on the steps of the Masonic Temple.

The afternoon program was opened with the introduction of new ideas in sales promotion by D. T. Kelley. An intensive domestic direct mail campaign; a commercial campaign, and considerable "ammunition" for the Hunt Club were described by Mr. Kelley, who pointed out various pieces of sales promotion literature which were on display.

Traces Development

Park Manross traced the development of merchandising from the days that the country store merchant first felt the pressure of the peddler to the present day of specialty selling.

A brief resume of the service field was presented by F. A. M. Dawson, service manager, while B. H. Bull, chief instructor of installation and service schools, explained the training of personnel.

Mr. Bull estimated that 350 service men will be trained in 1932, and reported that the service school system is now drawing many former graduates back for post-graduate courses. Three traveling representatives of the company conduct these schools in all parts of the Dominion.

Show Movietone

The second day's program began in the Patricia Theatre with a movietone of the Kelvinator factories at Detroit. Park Manross opened the program, and from time to time during the running of the five reels compared operations in Detroit with those carried on at the London plant.

The sales program was continued during the afternoon to close the session, with H. A. Lewis, vice president and treasurer, summing up the entire program of the convention.

ALL-G. E. KITCHEN UNIT PLACED ON MARKET

CLEVELAND—An All-General Electric kitchen, including the General Electric refrigerator, range, dishwasher, kitchen ventilator, lighting, and clock, is being advertised by the company as a unit.

A model kitchen has been set up in the headquarters of the General Electric refrigeration department in Cleveland, containing all this equipment, and is finished in blue, yellow, and orange.

An advertisement of it in the *Saturday Evening Post* shows another color scheme, combining green, buff, and rust.

The entire equipment may be purchased for as little as \$4 a week, the company reports.

BUYER'S GUIDE

Manufacturers Specializing in Service to the Refrigeration Industry

SPECIAL ADVERTISING RATE (this column only)—\$12.00 per space. Minimum Contract for this column—13 insertions in consecutive issues.

All advertisements set in uniform style of type with standard border. Halftone engravings of 100-line screen, either outline or square finish. No reverse cuts or heavy black effects. No charge for composition.

FLINTLOCK CONDENSERS

FOR EXTRA CAPACITY WITH GREATER EFFICIENCY

Used as standard equipment by over 65% of the leading electric refrigerator manufacturers.

FLINTLOCK CORPORATION
4461 WEST JEFFERSON
DETROIT, MICHIGAN

Direct Expansion Finned Coils

Made in 9 Lengths, with Single, Double or Triple Sections
With these type coils it is only necessary to stock the single section in the various lengths, and from this assemble any combination that is required.

H. C. PARKER, LTD.
2600 Santa Fe Ave. (Factory), Los Angeles, California
510 Larkin Street, San Francisco, California
437 Montgomery Street, Jersey City, New Jersey



SELF-LIFTING PIANO TRUCK CO.
FINDLAY, OHIO

X-70 REFRIGERATOR TRUCKS
Save one man on deliveries. Make heavy lifting easy—quick. Eliminate damage to cabinets—floors—walls. Fit all cabinets, with or without legs, or in the crate. Capacity, 1,200 lbs. All steel frame, 4" rubber tired wheels, one truck with top casters and handles for tilting and rolling into delivery truck and on the stairs. Only pads touch cabinet. Built to last a lifetime. Complete set \$38. Rubber tired ball bearing swivel casters on one end, \$5 extra.

FINDLAY REFRIGERATOR TRUCKS
Light weight trucks—cheaper construction—for all sizes of leg cabinets—padded steel frames—4" rubber wheels. Good trucks for the money. Per set, \$25.

YOUR ADVERTISEMENT

in this Buyer's Guide Column will be seen by distributors, dealers and refrigerator manufacturers throughout the entire world.

SPECIAL LOW RATES

make it easy to keep industry buyers constantly informed of your products and service.

Electric Refrigeration News
550 Maccabees Bldg.
Detroit, Mich.

General Electric Merchandising Manager Expects Ice Shortage To Aid Sales

CLEVELAND—A sharp upturn in the sales of domestic and commercial models of electric refrigerators in the rural section of the eastern-central, and northeastern United States was predicted recently by M. F. Mahony, manager of the merchandising division of the General Electric refrigeration department in Cleveland, as a result of the serious natural ice shortage.

"In rural sections of the country, where for years the produce and dairy farmers have depended absolutely on natural ice for refrigeration of their products, people find themselves now, for the first time in many years, facing an acute condition because there has been little or no freezing weather which would enable the harvesting of natural ice," Mr. Mahony stated.

"Not only farmers, but other persons in rural communities who have depended upon natural ice for preservation of perishable foodstuffs, are facing this same situation," Mr. Mahony said, "and this condition opens up a large market for electric refrigerators."

"The inability to preserve perishable fruits and vegetables properly until they can be marketed by growers will result in heavy losses. We feel that in the face of such a condition as this the farmer cannot help but be placed in a frame of mind where he will listen attentively and appreciatively to the General Electric story of refrigeration."

An example of the acute condition caused by the open winter may be found in Sandusky, Ohio, where for many years ice companies have annually harvested thousands of tons of ice in Sandusky Bay. This winter the bay has not been frozen over and the natural ice industry, according to newspaper stories, has collapsed.

H. G. Welfare, wholesale manager of the Cushman Refrigeration Co., dis-

tributor in Cleveland for General Electric refrigerators, asserts that his dealers in the small towns of northwestern Ohio, where natural ice is used almost exclusively, anticipate a large increase in refrigerator sales within the next six weeks.

"Already," he declares, "several dealers have contacted a number of dairy farmers who have announced their intentions of using General Electric milk coolers because there is little or no possibility of obtaining natural ice this summer."

ARKANSAS G. E. DEALERS MEET AT LITTLE ROCK, ARK.

LITTLE ROCK, Ark.—With O'Bannon Bros., state distributor of General Electric refrigerators and ranges as hosts, approximately 150 dealers and utility executives from all parts of Arkansas attended the annual spring convention here Feb. 26-27.

The first meeting was held Friday morning at the wholesale quarters of O'Bannon Bros. The afternoon session was held at the Hotel LaFayette and the Saturday sessions were held at the hotel.

A feature of the convention was the banquet held on Friday night at the Hotel LaFayette for the dealers and executives by O'Bannon Bros.

NEW MAYFLOWER DEALER HAS FIRST DISPLAY

ROCKVILLE, Conn.—A full-page advertisement in the *Rockville Leader* for Feb. 19 announced the first display of Mayflower electric refrigerators here by Luther A. White, Inc., new Mayflower dealer.

BUYER'S GUIDE

Manufacturers Specializing in Service
to the Refrigeration Industry

SPECIAL ADVERTISING RATE (this column only)—\$12.00 per space.
Minimum Contract for this column—13 insertions in consecutive issues.

All advertisements set in uniform style of type with standard border.
Halftone engravings of 100-line screen, either outline or square finish.
No reverse cuts or heavy black effects. No charge for composition.

CABINETS

Lacquered Steel and Porcelain Exteriors

Sizes stocked from 3½ to 8 cu. ft. net capacity, also
built to specifications for unit installation.

Cabinets for Multiple-jobs

ILLINOIS REFRIGERATOR CO., Morrison, Ill.

WHY WEEP

Because your production schedule is delayed for want of good
lumber. Delay is the penalty contracted when orders are placed
haphazardly. We never fail to deliver the goods.

DRY SITKA SPRUCE WHEN YOU NEED IT

C. D. JOHNSON LUMBER CO., Portland, Oregon

ALL REFRIGERATORS LOOK ALIKE TO

AMIGO

REFRIGERATOR CLEANER

A million owners waiting for it. Polishes as it cleans—
Lacquer—Porcelain—Hardware—Shelves—Freezing Trays

Distributors and Dealers write for sample

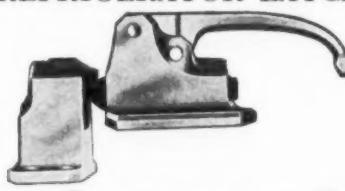
Amigo Products Co., 1511 S. Vermont Ave., Los Angeles, Cal.

KASON K-40 REFRIGERATOR LATCH

NEW!

1932

Model

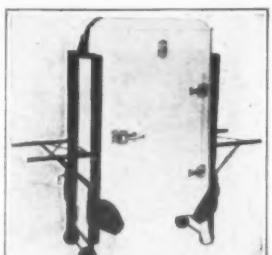


Pat. Applied for
Send for
Sample on
Approval

Kason Hardware Corp., 61-67 Navy St., Brooklyn, N. Y.

EASY-WAY CARRIERS

Automatic Lift



Will handle any size refrigerator—saves labor—saves time—
saves damaged cabinets and customers' premises.
Order now for delivery later, don't wait till the season is
on. By ordering now, we will ship the date you specify.
Sold on MONEY BACK GUARANTEE. Return in ten days
if not as represented.

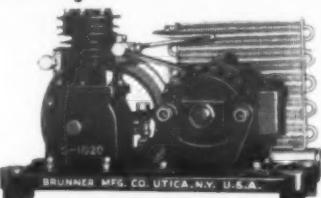
Price only \$26.50

Also Factory Representatives for SLUSSER (patented)
COIN METERS. 25¢ 24-hour meter with Westinghouse
guaranteed motor for refrigerator sales.

\$13.50

R. & R. Appliance Co., Inc., 315 N. Main St., Findlay, O.

They Are Good Will Builders



Simply on a basis of the superior trouble-free service they render, Brunner High Sides and Compressors have already established their popularity. Get the Brunner story in full at once. Brunner Manufacturing Co., Utica, N. Y.

HIGH SIDES and COMPRESSORS by BRUNNER

IMITATION FOODS

SELL MORE REFRIGERATORS
BY USING IMITATION FOODS FOR DISPLAY

Send for our special assortment (13 pieces), \$10 net, or for our
catalogue showing various assortments

Reproductions Company, 210 South St., Boston, Mass.

REQUESTS FOR INFORMATION

Readers who can be of assistance in furnishing correct answers to inquiries, or who can supply additional information, are invited to address Electric Refrigeration News, mentioning query number.

Answers to most inquiries for statistical information and sources of supply will be furnished by the 1932 Refrigeration Directory and Market Data Book to be issued in March. Price \$2.00.

Coin Meters

Query No. 670—"Kindly send us the addresses of all manufacturers who sell a meter which can be used on electrical refrigerators in the 25 cents a day plan."

Answer—Meterice of America Co., Ltd., Pacific National Bldg., Los Angeles; Mills Novelty Co., 4100 Fullerton Ave., Chicago; Studner Bros., Inc., 245 Fifth Ave., New York City; J. P. Seeburg Corp., 1510 Dayton St., Chicago; R. & R. Appliance Co., 315 North Main St., Findlay, Ohio.

Query No. 671—"Will you kindly let us know the names of companies that sell wholesale the white porcelain vegetable containers similar to the Kelvin Krisper?"

Answer—Vollrath Co., Sheboygan, Wis.; Federal Enameling & Stamping

Superflex Refrigerator

Query No. 673—"Can you give me the address of the company which manufactures the Superflex Refrigerator?"

Answer—Perfection Stove Co., 7609 Platt Ave., Cleveland.

Dry Ice Refrigerators

Query No. 675—"We would appreciate your letting us know the name of any manufacturer making a domestic refrigerator using dry ice as the refrigerant. If at the present time there is no manufacturer making this type of box, will you kindly let us have your comments as to the practicability of such a system for domestic refrigerators and also whether any experimental work is being carried out along these lines."

Query No. 676—"It is rumored on the Coast that the manufacturers of dry ice are working on some method to compete with electric refrigeration. It occurs to me that you may have some information on the broader application of 'dry ice' for household refrigeration, or at least some reference on the subject."

Household Cabinets

Query No. 677—"Where may we obtain cabinets for household refrigerators?"

Answer—Gibson Refrigerator Co., Greenville, Mich.; Illinois Refrigerator Co., Morrison, Ill.; Leonard Refrigerator Co., 14260 Plymouth Rd., Detroit; Seeger Refrigerator Co., St. Paul, Minn.; Tennessee Furniture Co., Chattanooga, Tenn.

Dry Ice Cubes

Query No. 678—"Would you kindly put me in touch with firms making a dry ice machine which can be used on the counter of a store for making small cubes of the dry ice?"

Address of Vaporice Co.

Query No. 679—"What is the address of the Vaporice Co.? I understand that it has some connection with the CO₂ Equipment Corp. of America."

Viking Refrigerator

Query No. 680—"Who makes the 'Viking' refrigerators?"

Answer—Viking Refrigerators, Inc., 7500 Independence Rd., Kansas City, Mo.

Gaskets, Pulleys

Query No. 681—"Where can we buy lead gaskets for compressors, and cast iron or pressed steel motor pulleys?"

Answer—Gaskets: Acme Mfg. & Gasket Co., 3431 Market St., Philadelphia, and Chicago; Wilcox Mfg. Co., E. 77th St. and Anthony Ave., Chicago; Pulleys: Cope-Swift Corp., 247 McDougall Ave., Detroit; Steel & Tubes, Inc., Elyria, Ohio, and Houde Engineering Corp., 537 E. Delavan Ave., Buffalo, N. Y.

Humidostat

Query No. 682—"Where can we purchase a humidostat for regulating an electrical circuit according to air humidity?"

Answer—Detroit Lubricator Co., Trumbull, Lincoln, and Marquette Aves., Detroit.

Books

Query No. 684—"Where can the 'Official Refrigeration Service Manual' be obtained?"

Answer—Gernsback Publications, Inc., 96 Park Place, New York City.

Seal Materials

Query No. 685—"Where can we obtain metal seal material?"

Answer—Rotary Seal Co., 809 W. Madison Ave., Chicago; Fulton Siphon Co., P. O. Box 796, Knoxville, Tenn.; Clifford Mfg. Co., 564 E. First St., Boston; Bridgeport Brass Co., 778 E. Main St., Bridgeport, Conn.; Moraine Products Co., Dayton, Ohio; and Bishop & Babcock Mfg. Co., 4901 Hamilton Ave., N. E., Cleveland.

Manager



F. H. STEINING

Newly-appointed manager of refrigeration for Hamburg Bros., Majestic distributor in Pittsburgh.

MAJESTIC MODELS SHOWN TO UTILITY HEADS

CHICAGO—The Majestic electric refrigerator was introduced to a group of utility executives at a spring sales conference of the Great Lakes Division, National Electric Light Association, at the Edgewater Beach Hotel, Feb. 17 and 18.

J. W. Owens, president of the National Electric Light Association, delivered the principal address of the conference, which gathered together utility men from Illinois, Indiana, Wisconsin and Michigan.

PROFESSIONAL SERVICE

Testing Laboratory

For refrigerators
and refrigerating equipment

George B. Bright Co.

Refrigerating Engineers and Architects

2615 12th St., Detroit, Mich.

Testing Service

for Domestic and Commercial
Electrical Refrigeration

Testing and experimental
laboratory service for Manufacturer,
Distributor, Central Station. Test data ex-
clusive property of client.

Electrical Testing Laboratories

80th St. & East End Ave.,
NEW YORK

THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE is paid in advance
—Positions Wanted—fifty words or less,
one insertion \$2.00, additional words
four cents each. Three insertions \$5.00,
additional words ten cents each. All
other classifications—fifty words or less,
one insertion \$3.00, additional words
six cents each. Three insertions \$8.00,
additional words sixteen cents each.

REPLIES to advertisements with box
numbers should be addressed to the
box number in care of Electric Refrigeration
News, 550 Maccabees Building,
Detroit, Mich.

POSITIONS WANTED

MANUFACTURER, advertising agency, in-
vestigate this opportunity to acquire man
with wide experience in refrigeration adver-
tising and sales promotion. Has planned
and written successful national magazine and
newspaper refrigeration campaigns. Capable
of taking advertising reins of new or estab-
lished concern. Plenty of ideas and energy.
Now employed. Can produce gilt-edged ref-
erences. Salary reasonable. Write today.
Box 415.

SERVICE and installation man thoroughly
experienced on Methyl Chloride machines de-
sires position as field service representative
or service manager for dealer or distributor.
Seven years' refrigeration experience.
Capable of instructing servicemen and con-
tracting dealers. Now employed as factory
field service representative. Salary expected
\$225.00. Box 418.

AVAILABLE—Executive Engineer—15 years'
continuous electric refrigeration experience
in design, laboratory and manufacturing of
household and commercial units. Capable of
creating improved refrigeration equipment
and automatic controlling devices. Familiar
with all service and installation problems.
College graduate. References. Box 424.

SERVICE and Installation man for com-
mercial or household equipment; thorough
technical training; two years practical ex-
perience; capable of handling service or in-
stallation department; clean character; ref-
erences; married; desires connection with
reliable concern. Box 425.

EDMUNDSON CORP. OPENS NEW RETAIL OUTLET

HOUSTON, Tex.—The Edmundson
Refrigerating Corp., distributor of General
Electric refrigerators here, has
opened a new branch retail sales outlet
in Galveston.

David Moore, formerly merchandising
manager of the Galveston Electric Co.,
has been appointed manager of the new
store.

The building, a one-story brick store,
is built on a corner location, with
arched plate glass windows on two sides
to permit a clear view of the interior
at all times.

The store's opening, according to Mr.
Moore, drew several thousand persons,
each of whom was given a quart water
flask for use in the refrigerator.

EVANSTON DEALER MOVES TO NEW QUARTERS

EVANSTON, Ill.—The Pierce Radio
Co., handling Kelvinator sales and
service, has moved from 522 Davis St.
to 1730 Sherman Ave., this city.

The company also handles Zenith
Radiola, Sparton, Majestic radios. W.
G. Pierce is head of the firm.

SUBSCRIPTION ORDER

Business News Publishing Co.,
550 Maccabees Bldg.,
Detroit, Mich.

1932

Sirs:

Please enter order for subscriptions as follows:

ELECTRIC REFRIGERATION NEWS only 1 year 2 years.
 REFRIGERATED FOOD NEWS only 1 year 2 years.
 ELECTRIC REFRIGERATION NEWS and REFRIGERATED FOOD NEWS.
Combination rate for both papers 1 year 2 years.
 1932 REFRIGERATION DIRECTORY (Now being printed), \$2.00 per copy.

SUBSCRIPTION RATES (Effective Jan. 1, 1932)		Electric Refrigeration News		Refrigerated Food News		BOTH PAPERS	
1 Yr.	2 Yrs.	1 Yr.					